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PUBLIC SURVEY

COMMISSIONED BY

THE SPECIAL COMMITTEE FOR THE ARTS

1983 - 1984

VOLUME III OF REPORT



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VOLUME III OF REPORT





THE PERCEPTIONS, ATTITUDES AND BEHAVIOUR OF ONTARIO  
RESIDENTS TOWARD THE ARTS IN THE PROVINCE: 1983

Prepared for: The Special Committee for the Arts  
Ministry of Citizenship and  
Culture, Government of Ontario

Prepared by: Access Survey Research Corporation

OCTOBER 1983





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## EXECUTIVE SUMMARY

### Introduction

Over the past 20 years, financial support for the Arts by the Ontario Government has increased substantially. In 1974, a survey of Ontario residents was conducted to determine public perceptions of behaviour and attitudes toward the Arts. Similar surveys were conducted in the United States in 1975 and again in 1980 by Louis Harris and Associates Incorporated of New York.

The purpose of the present survey, conducted by Access Survey Research in collaboration with Louis Harris and Associates, was to gauge the attitudes and behavior patterns of Ontario residents toward arts and cultural activities in the Province, relative to previous Ontario and American findings. This information would enable the Special Committee for the Arts to make recommendations to the Ministry of Citizenship and Culture regarding formulation of policy on the Arts.

Specific research objectives were:

- To measure levels of attendance at selected artistic and cultural activities.
- To reveal perceived accessibility to selected artistic and cultural activities.

- To determine changes in attendance patterns over the past five years and in comparison with previous Ontario and United States data.
- To reveal motivational factors which either facilitate or impede attendance at selected artistic and cultural activities.
- To measure perceived levels of government support for the Arts.
- To determine attitudes toward government support for the Arts, including which level of government should have primary responsibility for selected artistic and cultural activities.
- To reveal public willingness to participate (through higher taxes) in increased levels of selected artistic and cultural events and programs.
- To determine public perception of the role of the schools in providing and financing courses in the Arts.
- To measure the demographic characteristics of respondents.

## Conclusions

- The audience base for the performing arts in Ontario has broadened since 1974. Further, it is comparable to the most recent (1980) United States statistics.
- The public perceives that the frequency of artistic and cultural presentations has increased over the past five years. There is considerable support for a continuation of this trend, primarily from young people, those with household incomes of \$15,000 to \$40,000 annually and rural dwellers.
- One segment, comprising 24 percent of the population, enthusiastically supports all artistic and cultural activities surveyed. Members of this group attended at least six performing arts presentations in the past year. They tend to be single, university educated, affluent, attended arts presentations as children and are distributed across all age groups.
- Early exposure to the performing arts is a critical predictor of attendance in adulthood. Further, there is virtually universal (96%) support for school-based courses in the Arts and majority (72%) support that they be financed from the school budget. This augers well for the continuing expansion of the audience base in the Province.
- Accessibility to artistic and cultural facilities has improved for the majority in the past decade. Attendance by seniors and residents of rural communities is most affected by inaccessible facilities.

- Cost is a major variable affecting attendance patterns, particularly for young adults. A note of caution must be raised here, since the "frequent attenders" were significantly more likely than infrequent or non-attenders to indicate that cost is affecting their participation. As prices continue to escalate, this may erode the core of the audience base.
- Participation in artistic and cultural activities tends to decrease among seniors. As this segment increases proportionately in the Ontario population, it will impact negatively upon the audience base unless the trend is reversed. Alternatively, the proportion of young adults attending could be increased.
- Additional findings re: attendance:
  - Rural Ontarians would like to have more artistic and cultural activities offered in their areas.
  - The audience for dance performances and operas/operettas is composed of a significantly disproportionate percentage of the affluent.
  - Substantially more Ontarians reported that they are not attending as many classical music concerts and/or operas as five years ago. This could signal an emerging problem.

- Knowledge about how the Arts are financed is poor and only about half the population is aware that the performing arts receive financial support from the government. There was a much broader recognition of the role played by private contributors in the 1980 United States survey.
- There was no clear consensus about which level of Government should assume primary responsibility for financial support to any of the artistic and cultural activities assessed.
- People are clearly uninformed about the proportion of their Provincial tax dollars channelled toward the Arts. Once informed, 77 percent indicated a willingness to pay from \$5 to \$25 more in taxes annually to support the Arts. The largest mandate came from young adults, lower-middle income families (\$15,000 to \$30,000 per annum) and those who had early exposure to the Arts.
- If cuts to the Provincial budget were necessary, 33 percent recommend "across the board" cuts. Among these advocating selected cuts, more would endorse reductions of "a great deal" or "a moderate amount" to the Arts (45%), than to parks (37%), roads and highways (26%), education (12%) and health services (6%). The Provincial Government would not meet strong opposition (with current levels of knowledge about just how the Arts are financed) from the public if financial support to the Arts was reduced.
- Communications about artistic and cultural activities in this Province could be improved, particularly in Toronto. This should increase box office revenues.



- The sole art form which did not appear to be on an upward trend was operas/operettas. The size of the audience base, perceived accessibility and frequency of occurrence had not changed since the 1974 survey. Further, older respondents were significantly more likely to have attended recently and as a child. Steps should be taken to introduce this art form to young people.

## BACKGROUND AND PURPOSE

The Special Committee for the Arts was established in April, 1983, and is chaired by the Honourable Robert Macaulay. The mandate of the committee is to review the current policies and priorities related to the involvement of the Ontario Government in the Arts. Over the last 20 years, Ontario Government support for the Arts has increased from less than \$35,000 in 1963 to a reported \$90,000,000 in the most recent fiscal year. Faced with this rapid escalation in spending and in light of continued increasing demands for support on the part of numerous Arts groups, the purpose of the Special Committee for the Arts is to review and make recommendations on policies and priorities for future involvement on the part of the Ontario Government.

Access Survey Research Corporation was commissioned by the Committee to conduct an indepth survey of Ontario residents. The focus of this survey was upon the perceptions, attitudes and attendance patterns of Ontario residents with regard to the Arts. Further, a comparison of the findings of this 1983 survey were to be contrasted and compared with the findings of a similar study conducted by the Ontario Arts Council in 1974, and with two surveys of American citizens conducted by Louis Harris and Associates in 1975 and 1980.

The purpose of this research, therefore, was to gauge the attitudes and usage patterns of Ontario residents toward artistic and cultural activities in the Province, relative to previous Ontario and American findings. This information would enable the Special Committee for the Arts to make recommendations to the Ministry of Citizenship and Culture with regard to formulation of policy on the Arts.

## RESEARCH OBJECTIVES

The specific objectives of this research were:

- To measure levels of attendance at selected artistic and cultural activities.
- To reveal perceived accessibility to selected artistic and cultural activities.
- To determine changes in attendance patterns over the past five years, and in comparison with previous Ontario and United States data.
- To reveal motivational factors which either facilitate or impede attendance at selected artistic and cultural activities.
- To measure perceived levels of Government support for the Arts.
- To determine attitudes toward Government support for the Arts, including which level of Government should have primary responsibility for selected artistic and cultural activities.
- To reveal public willingness to support more and better artistic and cultural events and programs through higher taxes.

- To determine public attitudes toward the role of the schools in providing and financing courses in the Arts.
- To measure the demographic characteristics of respondents.

## METHOD

### The Sample

A total of 1,000 Ontario residents was interviewed between September 1st and September 15th, 1983. The sample frame was based upon the actual distribution of the Ontario population, such that the Province was divided into four segments by population:

1. 500,000 residents or more (Toronto only)
2. 100,000 to 499,999 residents
3. 5,000 to 99,999 residents
4. Under 5,000 residents

Sampling within each frame was in proportion to the distribution of the Ontario population and drawn at random from throughout the population.

The "birthday" method of sampling was utilized so that all adult respondents in a household would have an equal opportunity of completing the questionnaire. In this method, the adult with the next birthday in the household is interviewed. Every resident of the household 18 years or older was eligible.

Respondent demographics are presented in Appendix A.



## The Survey Instrument

The survey instrument was developed by Access Survey Research with the objective of ensuring its consistency with previous Ontario and United States studies. Consultation with the Special Committee and rigorous pre-testing produced the final version of the questionnaire, which is presented in Appendix B. This questionnaire was structured so as to measure relevant features of respondents' perceptions, attitudes and behaviour with respect to the major objectives outlined in this document.

## Procedure

The telephone interviews were conducted from centrally supervised locations in Toronto and Winnipeg, using telephone numbers selected at random from directories. Interviews ranged from 15 to 30 minutes, with the average at approximately 20 minutes. Field co-ordinators in each centre were provided with a detailed specification of requirements for this study and all interviewers were thoroughly briefed on the research instrument.

Completed questionnaires were coded and entered into a file for computer analysis. Weights were applied to correct for an over-sampling of female respondents, thus bringing the distribution into line with Ontario's population.

Results were tabulated across 41 banner points and a discriminant analysis comparing attenders and non-attenders of selected artistic and cultural programs was completed.

The findings of this study were analyzed in comparison to previous Ontario and United States results. The United States comparisons were carried out in collaboration with Louis Harris and Associates, in New York.

### Statistical Significance

Where the data is divided into two segments (as in sex), with approximately 500 respondents in each, a difference in reported frequencies of 7 percent is significant at the 95 percent level of confidence. Where three segments are given (approximately 333 in each), differences of 8 percent are significant. With four segments, a difference of approximately 9 percent is significant.

## CHAPTER I

### ATTENDANCE PATTERNS AT ARTISTIC AND CULTURAL ACTIVITIES

#### a) Recent Attendance Patterns

There has been an overall increase in attendance at selected artistic and cultural activities in comparison to the data collected in Ontario in 1974. Table 1.1 indicates that significantly more people attended plays and musicals (55%), ballet and modern dance performances (23%) and symphonic and other classical concerts (33%) in this past year. No change was observed for attendance at operas and operettas (13%). Looking at the results of the United States survey, we see that a slightly higher percentage of Ontarians reported recent attendance at symphonic and classical recitals than did American respondents in 1980. Further, we find that overall attendance at the other activities surveyed was comparable to United States figures, with the exception of operas/operettas, art galleries (55%) and museums and science centres (60%). A higher proportion of Americans reported attendance at these activities.

Over the previous year, more than half the residents of Ontario attended at least one play or musical, a museum or science centre, a presentation of arts and crafts activities (52%) and/or a public library (74%) (Table 1.2). Almost half the population made at least one visit to an art gallery and a third attended a concert of classical music. Operas and operettas had the poorest attendance, with only 13 percent of the Ontario population seeing such a performance in the past year.

One of the most striking findings was that it was the frequent attenders, those who attended six or more performances of theatre, dance, classical music or opera in the past year, who indicated the highest level of participation in all activities surveyed. A total of 94 percent went to plays and musicals, 84 percent visited the library, 81 percent attended a classical musical performance, 78 percent went to museums, 81 percent visited art galleries, 68 percent participated in arts and crafts activities, 58 percent attended the dance and 40 percent went to hear an opera or an operetta.

For every one of these events, significantly fewer seniors, residents of rural communities and those earning under \$15,000 annually reported either participation or attendance. Further, for every activity except attendance at public libraries, respondents who attended artistic and cultural activities as children were significantly more likely to have participated recently in these activities.

Income was also a variable in attendance patterns: respondents reporting household income of \$40,000 or more annually were significantly more likely to have attended plays or musicals, dance performances, concerts of classical music and art galleries.

Some differences by age were observed: younger respondents tended to make more visits to dance performances, museums and public libraries; operas were preferred by those 50 years and older. Concerts of symphonic and other classical music appealed equally to all age groups.

Generally speaking, Toronto residents reported the highest attendance frequencies. An interesting observation was the high levels of participation by respondents from cities in the 100,000 to 500,000 range. They were particularly active in attending plays and musicals, concerts of classical music and art galleries. Similarly, residents of towns and cities of 5,000 to 99,999 were active in attendance at plays and musicals.

A difference by sex was observed for participation in arts and crafts activities. Significantly more females than males participated in these events and tended to come from homes in which the income was in the \$15,000 to \$30,000 range or \$40,000 or more annually. Conversely, significantly more males than females attended museums and science centres.

To reveal perceived trends in attendance patterns over the past five years, the respondents were asked to indicate whether reported participation in each activity was "more", "the same" or "less" than five years earlier. It was typically the frequent attenders who reported a higher incidence of use of all or most of these activities. As Table 1.3 indicates, 40 to 45 percent of all respondents reported consistent attendance over the past five years at every activity with the exception of plays and musicals in a theatre. Here, 36 percent reported consistent patterns, 23 percent stated that they had attended more theatre presentations recently and 27 percent thought they had attended less. A considerably higher proportion of seniors stated that they were now attending less often as compared to those reporting higher attendance levels (less: 26%; more: 13%). Similar observations were made for residents of rural communities (less: 25%; more: 16%), those who had not attended in the past year (less: 28%; more: 3%) and those who often attended as a child (less: 31%; more: 22%).



It was surprising to note that some 20 percent of respondents indicated that they were attending fewer classical concerts now than they had five years ago, as opposed to only 13 percent who reported that they were now attending more. This was noted equally for males and females, in both the youngest and oldest age segments, for those in rural communities and in cities of 100,000 to 500,000, lower income respondents, the infrequent attenders and those who attended often as children. Similarly, opera and dance performances were reportedly attended less frequently by a higher proportion of respondents than those who stated that they were now attending more. This does not auger well for the future and some attempt should be made to reverse this trend.

In summary, the frequency of attendance at these artistic and cultural activities increased with income and with location. Easy accessibility to these activities is obviously a key variable. Finally, a distinct difference was observed between those who support and frequent artistic and cultural activities and those who do not. The former group was the most likely to participate in all activities and not just the performing arts categories by which they were defined. They were also attending more, on the whole, than they had five years ago. The impact and influence of early exposure to the various art forms has obviously had a profound effect upon attendance in adulthood. Finally, an overall decrease in attendance and participation was observed in those 65 years of age and over.

Contrasted with previous Ontario data and American surveys, a trend toward increased attendance at artistic and cultural activities was observed.

TABLE 1.1

## COMPARATIVE DATA ON FREQUENCY OF ATTENDANCE AT SELECTED ARTISTIC AND CULTURAL ACTIVITIES IN THE PAST 12 MONTHS

	ONTARIO		UNITED STATES	
	1983	1974	1980	1975
	(%)	(%)	(%)	(%)
(Base)	(1000)	(1004)	(1501)	(3005)
LIVE PLAYS/MUSICALS:				
None/Not Stated	45	58	42	59
Once	12	11	8	8
Two to three times	23	17	22	15
Four to five times	9	6	11	8
Six to 10 times	7	5	10	6
More than 10 times	4	3	7	4
BALLET/MODERN DANCE:				
None/Not Stated	77	87	75	84
Once	12	6	7	6
Two to three times	7	4	10	6
Four to five times	2	1	4	2
Six to 10 times	1	1	2	1
More than 10 times	1	1	1	1
CLASSICAL MUSIC:				
None/Not Stated	67	74	74	82
Once	13	9	6	5
Two to three times	10	10	12	6
Four to five times	3	3	3	3
Six to 10 times	5	2	4	2
More than 10 times	3	2	2	2
OPERA/OPERETTAS*:				
None/Not Stated	87	89	74	na
Once	7	6	8	na
Two to three times	4	3	11	na
Four to five times	1	1	4	na
Six to 10 times	1	-	2	na
More than 10 times	*	1	1	na
PUBLIC ART GALLERIES:				
None/Not Stated	45	na	40	na
Once	20	na	16	na
Two to three times	22	na	23	na
Four to five times	6	na	9	na
Six to 10 times	4	na	7	na
More than 10 times	5	na	5	na
MUSEUMS/SCIENCE CENTRES**:				
None/Not Stated	40	na	27	na
Once	20	na	9	na
Two to three times	25	na	15	na
Four to five times	8	na	15	na
Six to 10 times	4	na	18	na
More than 10 times	3	na	17	na

\* Note that the United States surveys combined opera and musical theatre, treating live plays as a distinct category.

\*\* The United States surveys included art museums.

TABLE 1.2

# FREQUENCY OF ATTENDANCE AT SELECTED ARTISTIC AND CULTURAL ACTIVITIES OVER THE PREVIOUS 12 MONTHS

	LOCATION										
	TOTAL	SEX		AGE							
		Male	Female	18-29	30-49	50-64	65+	Toronto	100,000 -	5,000 -	Under
									499,999	99,999	5,000
(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	
LIVE PLAYS/MUSICALS:											
None/Never/Not Stated	45.1	44.9	45.3	43.9	44.2	44.3	54.5	44.8	34.6	46.2	60.7
Once	12.3	12.2	12.4	14.5	12.2	12.1	7.5	12.2	11.0	15.6	6.5
Two to three times	22.9	24.2	21.7	24.3	23.2	22.0	17.5	23.3	29.3	19.2	21.1
Four to five times	9.0	9.2	8.8	7.2	10.4	9.1	9.3	7.2	12.2	9.0	7.0
Six to 10 times	7.0	5.5	8.5	6.0	6.9	8.4	7.5	6.3	9.1	7.5	3.4
More than 10 times	3.6	4.0	3.2	4.0	3.0	4.2	3.7	6.2	3.9	2.5	1.4
BALLET/MODERN DANCE:											
None/Never/Not Stated	77.0	79.3	74.7	72.6	78.7	78.7	79.5	65.6	75.6	80.3	90.1
Once	11.8	11.2	12.4	14.8	10.1	11.1	11.2	15.2	12.3	11.3	6.5
Two to three times	7.4	6.2	8.5	8.7	7.1	6.0	7.1	12.2	8.0	5.4	3.4
Four to five times	2.0	2.2	1.8	2.3	2.6	0.9	1.1	2.9	3.0	1.6	2.0
Six to 10 times	1.3	0.5	2.0	1.1	0.9	2.3	1.1	3.3	0.7	0.8	2.0
More than 10 times	0.5	0.5	0.5	0.4	0.5	0.9	0.0	0.9	0.3	0.6	2.0
CLASSICAL MUSIC:											
None/Never/Not Stated	66.8	65.8	67.6	65.2	68.5	66.1	66.4	58.9	61.5	69.9	80.3
Once	12.5	14.2	10.9	15.7	12.5	9.0	8.9	15.6	15.9	10.3	7.3
Two to three times	10.2	11.2	9.2	10.1	9.3	10.7	13.4	13.4	7.3	10.3	9.5
Four to five times	3.1	2.5	3.7	2.3	3.2	4.6	2.2	3.9	3.9	2.8	1.1
Six to 10 times	4.6	3.5	5.7	3.1	4.3	7.9	4.5	5.3	6.8	4.0	1.1
More than 10 times	2.9	2.7	3.0	3.6	2.2	1.6	4.5	2.9	4.6	2.6	0.6
OPERAS/OPERETTAS:											
None/Never/Not Stated	37.0	37.0	36.9	31.9	35.9	32.8	33.9	35.0	36.5	36.6	31.8
Once	5.6	7.5	5.7	4.4	7.5	7.9	7.5	5.1	6.1	3.3	5.6
Two to three times	4.4	3.7	5.0	2.6	5.1	5.3	5.2	6.9	5.4	3.0	2.0
Four to five times	0.9	1.0	0.8	1.1	0.2	1.2	2.6	1.2	0.5	1.1	0.6
Six to 10 times	0.8	0.5	1.0	0.0	0.4	2.8	0.7	0.9	0.8	0.9	2.0
More than 10 times	0.4	0.2	0.5	0.0	0.9	0.0	0.0	0.9	0.7	0.0	2.0
ART GALLERIES:											
None/Never/Not Stated	44.8	42.8	46.6	40.2	43.4	41.9	68.7	36.8	36.4	49.9	59.0
Once	19.8	19.7	19.9	22.1	18.9	22.7	11.6	19.0	24.7	19.0	14.9
Two to three times	21.5	22.7	20.4	20.5	25.2	22.3	9.0	29.1	18.6	18.6	21.0
Four to five times	5.7	6.0	5.5	7.5	5.2	4.2	4.9	4.5	9.1	5.7	2.3
Six to 10 times	3.7	3.5	3.8	3.7	3.6	4.2	3.0	4.4	5.9	2.2	2.3
More than 10 times	4.5	5.2	3.8	6.0	3.7	4.9	3.0	6.2	5.2	4.6	0.6
MUSEUMS/SCIENCE CENTRES:											
None/Never/Not Stated	39.6	36.4	42.7	34.3	34.9	43.6	65.4	33.3	38.6	43.1	42.7
Once	19.7	18.0	21.4	20.4	22.3	19.0	10.1	23.0	19.3	18.4	18.0
Two to three times	25.4	27.9	22.9	28.4	26.4	25.5	13.4	24.1	26.7	24.2	28.1
Four to five times	8.2	8.5	8.0	9.1	8.1	6.5	7.9	11.1	7.6	6.9	7.9
Six to 10 times	4.0	5.2	2.7	4.1	4.7	2.5	3.3	5.0	3.4	4.5	2.0
More than 10 times	3.2	4.0	2.3	3.7	3.5	2.8	0.0	3.4	4.4	2.9	1.4
PUBLIC LIBRARIES:											
None/Never/Not Stated	26.0	27.4	24.4	24.1	20.1	32.4	41.0	20.0	21.8	28.7	35.4
Once	4.9	4.7	5.0	6.1	4.1	5.6	3.4	2.1	7.3	4.6	6.2
Two to three times	9.0	9.7	8.2	10.5	8.4	7.9	7.5	8.1	9.1	8.2	12.1
Four to five times	8.3	8.7	7.8	8.9	8.4	9.5	4.5	13.5	6.8	6.2	7.3
Six to 10 times	11.3	12.7	9.8	11.3	12.5	10.2	7.5	11.6	8.3	13.8	9.5
More than 10 times	40.7	36.7	44.7	39.1	46.5	34.4	36.2	44.7	46.7	38.5	29.5
ARTS/CRAFTS ACTIVITIES:											
None/Never/Not Stated	48.2	56.4	40.1	49.1	46.0	42.9	61.2	48.1	53.1	44.4	49.4
Once	10.7	10.5	10.9	12.4	9.0	11.4	11.2	8.0	11.5	10.3	14.3
Two to three times	16.4	13.7	19.0	16.8	15.2	21.8	10.5	21.4	13.9	15.1	15.5
Four to five times	8.2	7.0	9.3	6.6	10.7	6.7	6.0	9.2	8.3	8.2	6.2
Six to 10 times	6.9	5.0	6.8	6.3	8.1	8.4	2.2	6.7	4.2	8.6	7.6
More than 10 times	9.7	7.5	11.9	8.9	10.9	8.8	9.0	6.5	9.0	13.3	7.0

TABLE 1.2 (Continued)

	INCOME				USAGE			ATTENDED AS A CHILD		
	Under \$15,000	\$15,000 - \$29,999	\$30,000 - \$39,999	\$40,000+	Never Attend	Light Attend	Heavy Attend	Often Attend	Infrequently Attend	Never Attend
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
LIVE PLAYS/MUSICALS:										
None/Never/Not Stated	57.1	49.9	34.0	28.3	100.0	17.6	5.5	34.4	41.1	58.7
Once	9.5	14.3	13.4	11.1	0.0	28.3	5.5	10.7	14.1	8.0
Two to three times	21.6	21.0	27.5	23.1	0.0	47.5	18.7	25.5	26.1	10.6
Four to five times	5.7	6.1	10.0	17.4	0.0	6.7	26.6	12.4	9.3	5.0
Six to 10 times	4.0	5.8	8.7	13.6	0.0	0.0	28.9	11.1	6.2	5.6
More than 10 times	2.1	2.9	6.4	6.3	0.0	0.0	14.8	5.9	3.3	2.2
BALLET/MODERN DANCE:										
None/Never/Not Stated	32.0	79.3	77.1	65.3	100.0	77.3	41.6	69.1	76.9	85.3
Once	7.6	9.7	16.7	14.3	0.0	16.0	23.0	12.9	13.3	6.0
Two to three times	6.8	7.8	3.3	13.2	0.0	6.4	20.1	12.0	6.1	5.9
Four to five times	1.9	1.4	0.8	5.0	0.0	0.2	8.1	1.3	2.7	0.6
Six to 10 times	1.3	1.0	2.1	1.1	0.0	0.0	5.2	3.7	0.9	0.0
More than 10 times	0.4	0.7	0.0	1.1	0.0	0.0	2.1	1.1	0.1	1.1
CLASSICAL MUSIC:										
None/Never/Not Stated	77.2	66.5	64.8	53.3	100.0	64.9	18.7	48.8	67.4	92.0
Once	10.6	14.8	11.1	12.2	0.0	21.8	16.8	13.1	13.5	3.3
Two to three times	5.9	8.7	12.3	17.7	0.0	13.0	21.3	16.8	9.5	5.8
Four to five times	0.4	3.0	2.8	5.2	0.0	0.2	12.4	7.4	2.7	0.0
Six to 10 times	3.4	3.7	5.1	9.8	0.0	0.0	18.9	6.1	4.9	1.9
More than 10 times	2.5	3.3	3.9	1.8	0.0	0.0	11.9	7.8	1.8	1.3
OPERAS/OPERETTAS:										
None/Never/Not Stated	93.4	89.1	85.3	77.3	100.0	91.5	60.0	76.9	87.9	93.9
Once	3.2	5.0	10.0	11.6	0.0	7.1	15.8	11.5	6.1	3.2
Two to three times	3.4	3.6	2.1	6.4	0.0	1.4	15.8	8.1	4.2	1.3
Four to five times	0.0	1.3	0.5	2.5	0.0	0.0	3.9	2.6	0.5	0.6
Six to 10 times	0.0	0.6	1.5	1.4	0.0	0.0	3.1	0.0	0.9	0.9
More than 10 times	0.0	0.4	0.5	0.9	0.0	0.0	1.5	0.9	0.3	0.0
ART GALLERIES:										
None/Never/Not Stated	57.5	42.5	41.9	30.2	69.0	38.0	18.6	31.0	43.4	62.6
Once	19.7	24.7	18.8	17.9	16.0	24.7	17.7	15.9	21.2	19.2
Two to three times	13.5	19.8	26.5	28.3	13.1	25.6	28.0	27.7	23.0	10.8
Four to five times	4.4	4.4	7.5	7.0	1.4	6.9	10.7	10.5	4.7	4.5
Six to 10 times	1.7	4.1	2.8	6.4	0.3	3.1	9.6	4.4	4.3	0.9
More than 10 times	3.2	4.6	2.6	10.2	0.2	1.8	15.5	10.7	3.5	1.9
MUSEUMS/SCIENCE CENTRES:										
None/Never/Not Stated	49.9	37.0	33.2	27.9	60.9	30.3	22.2	30.0	37.7	54.6
Once	22.4	20.5	23.7	15.0	17.8	25.3	13.4	17.6	21.4	16.2
Two to three times	18.4	24.3	30.3	33.5	15.1	29.0	35.4	30.1	26.3	18.1
Four to five times	6.8	10.7	6.7	9.1	3.6	9.9	12.7	11.5	8.5	4.1
Six to 10 times	1.7	2.7	3.6	9.3	2.0	3.6	7.4	4.6	3.4	5.2
More than 10 times	0.8	4.8	2.6	5.2	0.7	1.9	8.9	6.1	2.7	1.7
PUBLIC LIBRARIES:										
None/Never/Not Stated	34.9	25.1	19.0	20.9	39.8	18.7	16.0	19.7	22.7	42.0
Once	4.9	5.0	5.4	5.0	5.4	5.2	3.6	3.3	5.6	4.3
Two to three times	7.2	10.4	8.7	5.7	11.7	8.2	6.0	7.4	9.6	8.4
Four to five times	7.8	9.1	5.1	7.9	8.8	9.9	5.0	7.2	8.7	8.2
Six to 10 times	10.1	12.0	12.6	12.0	9.8	14.7	8.1	6.3	13.6	8.8
More than 10 times	35.1	38.4	49.1	48.5	24.4	43.3	61.3	56.0	40.0	28.1
ARTS/CRAFTS ACTIVITIES:										
None/Never/Not Stated	57.3	46.1	49.0	44.6	62.2	44.7	32.4	41.8	45.6	62.5
Once	10.8	9.1	11.6	7.5	9.5	11.1	11.9	9.8	11.5	8.9
Two to three times	12.9	18.8	14.7	16.1	13.2	17.4	19.6	13.7	18.8	11.2
Four to five times	5.9	9.9	5.1	9.3	5.6	8.6	11.3	8.5	8.9	5.4
Six to 10 times	5.7	8.9	4.9	9.1	4.3	7.0	10.8	9.6	6.8	4.8
More than 10 times	7.4	7.3	14.7	13.4	5.2	11.2	14.1	16.6	8.3	7.1

TABLE 1.3

## PERCEIVED CHANGE IN CURRENT ATTENDANCE PATTERNS FROM FIVE YEARS AGO

	LOCATION										
	TOTAL	SEX		AGE				LOCATION			
		Male	Female	18-29	30-49	50-64	65+	Toronto	100,000 -	5,000 -	Under
									499,999	99,999	5,000
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	
LIVE PLAYS/MUSICALS:											
More	23.3	23.9	22.7	29.2	23.1	20.4	12.7	20.2	30.1	23.9	15.7
Less	26.5	23.7	29.2	26.1	28.7	23.0	26.1	31.0	25.7	24.5	25.0
Same	36.1	38.9	33.4	31.5	35.2	40.6	43.3	34.4	33.0	35.5	45.8
Not Stated	14.1	13.5	14.7	13.1	13.0	16.0	17.9	14.4	11.2	16.1	13.5
BALLET/MODERN DANCE:											
More	12.7	13.0	12.5	15.7	12.3	11.6	8.6	13.9	16.9	12.3	5.1
Less	16.4	13.5	19.4	16.9	15.9	13.9	21.3	18.7	16.4	13.7	19.4
Same	43.4	45.4	41.4	43.4	42.0	45.7	43.6	43.0	38.9	43.9	50.3
Not Stated	27.4	28.2	26.7	23.9	29.8	28.8	26.5	24.5	27.7	30.1	25.3
CLASSICAL MUSIC:											
More	12.7	13.2	12.2	13.4	11.6	13.2	13.4	15.8	14.7	13.2	3.1
Less	19.9	20.2	19.5	22.4	18.6	16.2	23.9	18.8	25.9	15.9	21.3
Same	43.2	44.1	42.2	40.6	44.2	47.1	39.5	41.9	37.6	43.8	53.1
Not Stated	24.2	22.4	26.0	23.6	25.6	23.4	23.2	23.5	21.8	27.1	22.5
OPERAS/OPERETAS:											
More	5.4	5.2	5.5	4.6	5.6	6.0	5.6	5.8	4.6	6.4	3.4
Less	13.3	13.0	13.7	10.1	14.3	15.8	15.3	11.3	15.4	10.3	20.5
Same	44.4	45.1	43.7	46.5	41.8	47.1	43.3	42.6	42.6	45.3	48.3
Not Stated	36.9	36.7	37.1	38.8	38.3	31.1	35.8	40.2	37.4	37.9	27.8
ART GALLERIES:											
More	20.9	21.7	20.0	28.0	20.5	14.6	12.7	25.2	23.0	19.3	14.1
Less	19.2	17.5	20.9	18.2	18.1	18.3	27.6	18.2	23.0	15.3	23.9
Same	43.6	45.4	41.7	38.4	45.9	49.2	38.8	42.8	41.1	44.8	45.8
Not Stated	16.4	15.5	17.4	15.4	15.4	17.9	20.9	13.9	12.9	20.6	16.3
MUSEUMS/SCIENCE CENTRES:											
More	21.9	24.9	18.9	26.0	24.6	16.7	9.7	26.4	19.5	23.2	15.5
Less	23.5	21.7	25.4	26.9	22.9	16.5	28.7	22.6	28.8	21.5	21.3
Same	42.1	42.4	41.9	35.1	43.2	52.2	39.9	39.7	40.4	40.1	53.9
Not Stated	12.4	11.0	13.9	12.0	9.3	14.6	21.7	11.3	11.3	15.2	9.3
PUBLIC LIBRARIES:											
More	28.9	28.9	28.9	33.6	31.6	22.5	17.9	33.4	31.5	27.2	21.4
Less	20.1	20.4	19.7	26.8	14.7	20.9	19.8	18.0	21.1	19.1	24.2
Same	42.6	43.4	41.7	34.1	46.3	42.7	50.7	40.8	42.0	43.2	44.9
Not Stated	8.5	7.2	9.7	5.5	7.5	13.9	11.6	7.9	5.4	10.5	9.5
ARTS/CRAFTS ACTIVITIES:											
More	19.4	15.5	23.4	20.8	19.7	20.2	14.2	15.6	14.1	25.4	20.0
Less	20.7	20.0	21.5	25.8	19.4	12.1	25.4	23.8	24.4	18.5	15.2
Same	44.8	48.1	41.4	39.9	47.3	49.7	40.3	44.8	47.9	39.3	52.8
Not Stated	15.1	16.5	13.7	13.5	13.6	18.1	20.2	15.8	13.7	16.8	12.1



TABLE 1.3 (Continued)

	INCOME				USAGE			ATTENDED AS A CHILD		
	Under \$15,000	\$15,000 - \$29,999	\$30,000 - \$39,999	\$40,000+	Never Attend	Light Attend	Heavy Attend	Often Attend	Infrequently Attend	Never Attend
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
LIVE PLAYS/MUSICALS:										
More	19.0	23.4	30.8	27.7	2.9	28.8	45.7	22.0	25.7	17.3
Less	20.7	27.4	23.9	32.2	27.7	30.1	18.7	31.4	26.8	20.5
Same	41.4	35.8	35.2	31.5	37.5	36.6	33.3	37.2	36.3	34.8
Not Stated	18.8	13.4	10.0	8.6	31.9	4.5	2.2	9.4	11.2	27.4
BALLET/MODERN DANCE:										
More	11.8	11.8	11.6	19.3	1.9	12.0	30.4	14.4	13.1	10.1
Less	12.7	16.4	12.4	22.7	15.2	17.5	16.5	25.7	15.8	9.1
Same	47.8	47.2	45.8	37.6	42.4	46.6	39.7	39.7	46.0	39.1
Not Stated	27.7	24.5	30.3	20.4	40.4	23.8	13.4	20.3	25.1	41.7
CLASSICAL MUSIC:										
More	7.4	12.4	15.7	19.7	2.0	8.3	36.1	18.7	12.8	6.5
Less	19.9	19.5	18.8	17.5	17.7	22.2	19.4	30.1	19.1	12.3
Same	43.6	46.1	42.9	42.2	41.7	47.5	38.7	40.5	45.1	40.0
Not Stated	29.2	22.0	22.6	20.6	38.6	22.0	5.8	10.7	23.0	41.3
OPERAS/OPERETTAS:										
More	5.3	4.1	5.9	7.0	1.4	3.5	14.4	7.0	5.1	4.5
Less	12.1	13.8	8.2	17.0	11.3	14.4	14.8	22.7	12.6	6.5
Same	43.3	46.9	47.6	44.9	41.7	46.7	45.0	41.4	47.6	37.6
Not Stated	39.3	35.1	38.3	31.1	45.7	35.3	25.8	29.0	34.7	51.4
ART GALLERIES:										
More	18.8	18.7	27.5	22.2	9.6	23.5	33.8	25.7	21.1	15.5
Less	18.6	17.0	16.5	21.6	20.8	19.5	16.0	25.5	19.6	11.7
Same	40.2	49.1	42.9	46.9	43.9	43.7	42.8	39.6	44.9	43.4
Not Stated	22.4	15.3	13.1	9.3	25.7	13.2	7.4	9.1	14.5	29.4
MUSEUMS/SCIENCE CENTRES:										
More	19.6	22.4	24.9	25.2	14.0	25.9	27.6	21.6	23.4	17.7
Less	23.9	21.8	24.2	23.2	26.8	22.1	20.8	27.9	24.4	16.6
Same	40.6	44.2	44.5	45.1	38.4	44.5	44.2	44.0	41.5	42.5
Not Stated	15.9	11.6	6.4	6.6	20.8	7.5	7.4	6.5	10.8	23.1
PUBLIC LIBRARIES:										
More	24.3	31.4	34.7	24.5	22.4	32.4	33.2	33.8	29.9	21.2
Less	22.8	21.0	17.5	19.3	23.4	20.0	15.1	19.8	22.4	13.0
Same	41.2	39.5	44.5	50.8	38.7	43.1	47.6	41.4	41.9	46.0
Not Stated	11.6	8.1	3.3	5.4	15.4	4.5	4.1	5.0	5.8	19.9
ARTS/CRAFTS ACTIVITIES										
More	15.0	20.1	23.4	18.8	14.1	21.9	23.5	20.3	20.5	15.1
Less	20.9	21.5	15.2	21.5	20.7	22.0	18.7	27.2	20.9	14.0
Same	46.3	45.5	44.2	47.4	43.8	45.0	45.9	41.8	46.0	43.9
Not Stated	17.8	12.8	17.2	12.2	21.4	11.1	11.9	10.7	12.6	27.0

TABLE 1.3

## PERCEIVED CHANGE IN CURRENT ATTENDANCE PATTERNS FROM FIVE YEARS AGO

	LOCATION										
	TOTAL	SEX		AGE							
		Male	Female	18-29	30-49	50-64	65+	Toronto	100,000 -	5,000 -	Under
									499,999	99,999	5,000
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	
LIVE PLAYS/MUSICALS:											
More	23.3	23.9	22.7	29.2	23.1	20.4	12.7	20.2	30.1	23.9	15.7
Less	26.5	23.7	29.2	26.1	28.7	23.0	26.1	31.0	25.7	24.5	25.0
Same	36.1	38.9	33.4	31.5	35.2	40.6	43.3	34.4	33.0	35.5	45.8
Not Stated	14.1	13.5	14.7	13.1	13.0	16.0	17.9	14.4	11.2	16.1	13.5
BALLET/MODERN DANCE:											
More	12.7	13.0	12.5	15.7	12.3	11.6	8.6	13.9	16.9	12.3	5.1
Less	16.4	13.5	19.4	16.9	15.9	13.9	21.3	18.7	16.4	13.7	19.4
Same	43.4	45.4	41.4	43.4	42.0	45.7	43.6	43.0	38.9	43.9	50.3
Not Stated	27.4	28.2	26.7	23.9	29.8	28.8	26.5	24.5	27.7	30.1	25.3
CLASSICAL MUSIC:											
More	12.7	13.2	12.2	13.4	11.6	13.2	13.4	15.8	14.7	13.2	3.1
Less	19.9	20.2	19.5	22.4	18.6	16.2	23.9	18.8	25.9	15.9	21.3
Same	43.2	44.1	42.2	40.6	44.2	47.1	39.5	41.9	37.6	43.8	53.1
Not Stated	24.2	22.4	26.0	23.6	25.6	23.4	23.2	23.5	21.8	27.1	22.5
OPERAS/OPERETTAS:											
More	5.4	5.2	5.5	4.6	5.6	6.0	5.6	5.8	4.6	6.4	3.4
Less	13.3	13.0	13.7	10.1	14.3	15.9	15.3	11.3	15.4	10.3	20.5
Same	44.4	45.1	43.7	46.5	41.8	47.1	43.3	42.6	42.6	45.3	48.3
Not Stated	36.9	36.7	37.1	38.8	38.3	31.1	35.8	40.2	37.4	37.9	27.8
ART GALLERIES:											
More	20.9	21.7	20.0	28.0	20.5	14.6	12.7	25.2	23.0	19.3	14.1
Less	19.2	17.5	20.9	18.2	18.1	18.3	27.6	18.2	23.0	15.3	23.9
Same	43.6	45.4	41.7	38.4	45.9	49.2	38.8	42.8	41.1	44.8	45.8
Not Stated	16.4	15.5	17.4	15.4	15.4	17.9	20.9	13.9	12.9	20.6	16.3
MUSEUMS/SCIENCE CENTRES:											
More	21.9	24.9	18.9	26.0	24.6	16.7	9.7	26.4	19.5	23.2	15.5
Less	23.5	21.7	25.4	26.9	22.9	16.5	28.7	22.6	28.8	21.5	21.3
Same	42.1	42.4	41.9	35.1	43.2	52.2	39.9	39.7	40.4	40.1	53.9
Not Stated	12.4	11.0	13.9	12.0	9.3	14.6	21.7	11.3	11.3	15.2	9.3
PUBLIC LIBRARIES:											
More	28.9	28.9	28.9	33.6	31.6	22.5	17.9	33.4	31.5	27.2	21.4
Less	20.1	20.4	19.7	26.8	14.7	20.9	19.8	18.0	21.1	19.1	24.2
Same	42.6	43.4	41.7	34.1	46.3	42.7	50.7	40.8	42.0	43.2	44.4
Not Stated	8.5	7.2	9.7	5.5	7.5	13.9	11.6	7.9	5.4	10.5	9.5
ARTS/CRAFTS ACTIVITIES:											
More	19.4	15.5	23.4	20.8	19.7	20.2	14.2	15.6	14.1	25.4	20.0
Less	20.7	20.0	21.5	25.8	19.4	12.1	25.4	23.8	24.4	18.5	15.2
Same	44.8	48.1	41.4	39.9	47.3	49.7	40.3	44.8	47.9	39.3	52.8
Not Stated	15.1	16.5	13.7	13.5	13.6	18.1	20.2	15.8	13.7	16.8	12.1

TABLE 1.3 (Continued)

	INCOME				USAGE			ATTENDED AS A CHILD		
	Under \$15,000	\$15,000 - \$29,999	\$30,000 - \$39,999	\$40,000+	Never Attend	Light Attend	Heavy Attend	Often Attend	Infrequently Attend	Never Attend
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
LIVE PLAYS/MUSICALS:										
More	19.0	23.4	30.8	27.7	2.9	28.8	45.7	22.0	25.7	17.3
Less	20.7	27.4	23.9	32.2	27.7	30.1	18.7	31.4	26.8	20.5
Same	41.4	35.8	35.2	31.5	37.5	36.6	33.3	37.2	36.3	34.8
Not Stated	18.8	13.4	10.0	8.6	31.9	4.5	2.2	9.4	11.2	27.4
BALLET/MODERN DANCE:										
More	11.8	11.8	11.6	19.3	1.9	12.0	30.4	14.4	13.1	10.1
Less	12.7	16.4	12.4	22.7	15.2	17.5	16.5	25.7	15.8	9.1
Same	47.8	47.2	45.8	37.6	42.4	46.6	39.7	39.7	46.0	39.1
Not Stated	27.7	24.5	30.3	20.4	40.4	23.8	13.4	20.3	25.1	41.7
CLASSICAL MUSIC:										
More	7.4	12.4	15.7	19.7	2.0	8.3	36.1	18.7	12.8	6.5
Less	19.9	19.5	18.8	17.5	17.7	22.2	19.4	30.1	19.1	12.3
Same	43.6	46.1	42.9	42.2	41.7	47.5	38.7	40.5	45.1	40.0
Not Stated	29.2	22.0	22.6	20.6	38.6	22.0	5.8	10.7	23.0	41.3
OPERAS/OPERETTAS:										
More	5.3	4.1	5.9	7.0	1.4	3.5	14.4	7.0	5.1	4.5
Less	12.1	13.8	8.2	17.0	11.3	14.4	14.8	22.7	12.6	6.5
Same	43.3	46.9	47.6	44.9	41.7	46.7	45.0	41.4	47.6	37.6
Not Stated	39.3	35.1	38.3	31.1	45.7	35.3	25.8	29.0	34.7	51.4
ART GALLERIES:										
More	18.8	18.7	27.5	22.2	9.6	23.5	33.8	25.7	21.1	15.5
Less	18.6	17.0	16.5	21.6	20.8	19.5	16.0	25.5	19.6	11.7
Same	40.2	49.1	42.9	46.9	43.9	43.7	42.8	39.6	44.9	43.4
Not Stated	22.4	15.3	13.1	9.3	25.7	13.2	7.4	9.1	14.5	29.4
MUSEUMS/SCIENCE CENTRES:										
More	19.6	22.4	24.9	25.2	14.0	25.9	27.6	21.6	23.4	17.7
Less	23.9	21.8	24.2	23.2	26.8	22.1	20.8	27.9	24.4	16.6
Same	40.6	44.2	44.5	45.1	38.4	44.5	44.2	44.0	41.5	42.5
Not Stated	15.9	11.6	6.4	6.6	20.8	7.5	7.4	6.5	10.8	23.1
PUBLIC LIBRARIES:										
More	24.3	31.4	34.7	24.5	22.4	32.4	33.2	33.8	29.9	21.2
Less	22.8	21.0	17.5	19.3	23.4	20.0	15.1	19.8	22.4	13.0
Same	41.2	39.5	44.5	50.8	38.7	43.1	47.6	41.4	41.9	46.0
Not Stated	11.6	8.1	3.3	5.4	15.4	4.5	4.1	5.0	5.8	19.9
ARTS/CRAFTS ACTIVITIES:										
More	15.0	20.1	23.4	18.8	14.1	21.9	23.5	20.3	20.5	15.1
Less	20.9	21.5	15.2	21.5	20.7	22.0	18.7	27.2	20.9	14.0
Same	46.3	45.5	44.2	47.4	43.8	45.0	45.9	41.8	46.0	43.8
Not Stated	17.8	12.8	17.2	12.2	21.4	11.1	11.9	10.7	12.6	27.0

## b) Accessibility

The availability of artistic and cultural activities within a reasonable distance of respondents' homes was a major influence upon their participation. In the previous section, we noted that attendance at all activities with the exception of arts and crafts was higher among those living in cities of 100,000 or more.

Accessibility is obviously a subjective term; some people will drive a hundred miles to attend a performance at Stratford, while others will not drive from the suburbs to downtown Toronto to attend live theatre. Table 2.1 presents the respondents' perceptions about the accessibility of various artistic and cultural facilities. There was almost universal agreement (96.6%) that a public library was within reasonable reach, with no differences observed by community size. Recreational or community centres, too, were available to the majority of respondents (75%), although significantly less so for those in centres under 5,000 population. Seniors, too, were less likely to perceive these centres as being easily accessible. A significant difference was also observed for those in the lowest income bracket. This may be more attributable to their lack of awareness of a facility than its absence. Here again, frequency of attendance at all these activities was a variable, with those who never use such facilities less likely to perceive them as accessible than those who use them frequently.

Two-thirds (68%) of the respondents reported that a theatre was easily accessible from their home. These were significantly more likely to live in centres from 5,000 to 500,000 than in rural communities or Toronto. Seniors

and less frequent attenders were again less likely to be aware of such a facility.

Some 63 percent reported easy accessibility to a museum, art gallery or science centre. Again, these were more typically found in urban than rural communities, had household incomes of \$30,000 or more and were frequent attenders at Arts performances.

Only half the respondents reported that a concert hall was easily accessible from their homes. These were significantly more likely to be males, to live in cities, to be frequent attenders and earning \$40,000 or more per year.

In contrast with the 1974 Ontario study, these facilities have proliferated (Table 2.2). Further, the current Ontario findings compare very favourably with the American data collected in both 1980 and 1975, with the possible exception of concert halls for which slightly more American respondents acknowledged accessibility in 1980.

In summary, those who perceived these facilities to be easily accessible were more likely to live in urban areas, to come from upper income households and to be interested in attending such events, as evidenced by the frequency of their reported participation. Seniors were less likely overall to describe facilities as being accessible.

PERCEIVED ACCESSIBILITY OF VARIOUS ARTS AND CULTURAL FACILITIES

=====											
	LOCATION										
	SEX		AGE								
	TOTAL	Male	Female	18-29	30-49	50-64	65+	Toronto	100,000 -	5,000 -	Under
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	499,999	99,999	5,000
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
PUBLIC LIBRARY:											
Is accessible	96.6	97.0	96.2	96.6	97.0	97.2	94.0	94.9	97.6	97.0	96.6
Not accessible	2.9	2.5	3.3	2.9	2.4	2.3	6.0	4.8	2.4	2.2	2.5
Not Sure/Not Stated	0.5	0.5	0.5	0.6	0.6	0.5	0.0	0.3	0.0	0.8	0.8
THEATRE FOR PLAYS OR MUSICALS:											
Is accessible	67.5	68.8	66.1	64.1	71.2	71.2	56.0	61.0	75.1	73.4	50.8
Not accessible	29.9	28.7	31.2	33.7	27.3	24.6	38.8	35.6	21.3	24.8	47.5
Not Sure/Not Stated	2.6	2.5	2.6	2.2	1.4	4.2	5.2	3.4	3.6	1.8	1.7
MUSEUM WITH ART, HISTORY OR SCIENCE EXHIBITS:											
Is accessible	63.2	66.1	60.3	67.5	63.5	61.5	54.1	59.2	70.9	66.5	48.6
Not accessible	33.5	29.7	37.2	30.3	34.0	34.8	36.6	38.0	24.7	31.1	46.4
Not Sure/Not Stated	3.4	4.2	2.5	2.2	2.5	3.7	9.3	2.7	4.4	2.4	5.0
CONCERT HALL FOR MUSIC RECITALS AND OPERA:											
Is accessible	49.5	53.4	45.6	50.8	49.5	49.4	45.5	53.6	62.9	49.3	20.8
Not accessible	47.2	43.1	51.3	47.4	47.9	45.5	47.0	41.3	32.0	49.0	77.8
Not Sure/Not Stated	3.3	3.5	3.2	1.8	2.6	5.1	7.5	5.1	5.0	1.7	1.4
COMMUNITY/NEIGHBOURHOOD CENTRE FOR ARTS AND CRAFTS:											
Is accessible	74.7	75.3	74.1	72.8	76.7	77.0	69.0	71.9	82.2	78.6	57.3
Not accessible	17.5	17.2	17.9	19.4	17.8	12.5	20.2	15.9	11.5	14.8	36.8
Not Sure/Not Stated	7.8	7.4	8.0	7.8	5.5	10.4	10.8	12.2	6.2	6.5	5.9
=====											



TABLE 2.1 (Continued)

	INCOME				USAGE			ATTENDED AS A CHILD		
	Under \$15,000	\$15,000 - \$29,999	\$30,000 - \$39,999	\$40,000+	Never Attend	Light Attend	Heavy Attend	Often Attend	Infrequently Attend	Never Attend
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
PUBLIC LIBRARY:										
Is accessible	96.6	96.9	97.9	95.7	96.3	97.1	96.2	96.1	97.0	95.7
Not accessible	3.0	2.7	1.5	3.6	3.2	2.4	3.4	3.9	2.3	3.9
Not Sure/Not Stated	0.4	0.4	0.5	0.7	0.6	0.5	0.3	0.0	0.7	0.4
THEATRE FOR PLAYS OR MUSICALS:										
Is accessible	59.6	65.9	72.7	74.6	57.2	68.3	81.8	64.5	70.1	61.8
Not accessible	35.1	32.5	25.7	22.4	39.0	30.2	15.8	31.2	28.1	34.8
Not Sure/Not Stated	5.3	1.6	1.5	3.0	3.8	1.5	2.4	4.4	1.8	3.5
MUSEUM WITH ART, HISTORY OR SCIENCE EXHIBITS:										
Is accessible	59.8	61.8	72.0	69.6	55.4	62.5	76.1	63.2	64.9	57.4
Not accessible	34.5	35.2	27.3	26.5	38.2	36.1	22.0	33.8	32.6	36.1
Not Sure/Not Stated	5.7	3.0	0.8	3.8	6.4	1.4	1.8	3.0	2.5	6.5
CONCERT HALL FOR MUSIC RECITALS AND OPERA:										
Is accessible	38.9	47.2	47.8	68.0	36.3	51.7	66.1	52.5	51.8	38.9
Not accessible	53.9	51.2	48.6	30.4	58.2	46.5	31.5	44.0	46.2	53.9
Not Sure/Not Stated	7.2	1.6	3.6	1.6	5.5	1.8	2.4	3.4	2.0	7.3
COMMUNITY/NEIGHBOURHOOD CENTRE FOR ARTS AND CRAFTS:										
Is accessible	69.6	74.8	77.4	84.1	67.8	76.9	81.8	74.5	76.7	68.9
Not accessible	20.5	20.7	18.8	7.9	21.7	18.0	10.3	16.6	16.7	21.4
Not Sure/Not Stated	9.9	4.6	3.8	8.0	10.5	5.0	7.9	8.9	6.6	9.7

TABLE 2.2

COMPARATIVE DATA ON PERCEIVED ACCESSIBILITY  
OF VARIOUS ARTISTIC AND CULTURAL FACILITIES

	ONTARIO		UNITED STATES	
	1983	1974	1980	1975
	(%)	(%)	(%)	(%)
	(1000)	(1004)	(1501)	(3005)
PUBLIC LIBRARY:				
Is accessible	97	92	92	92
Not accessible	3	6	7	7
Not Sure/Not Stated	1	2	1	1
THEATRE FOR PLAYS/MUSICALS:				
Is accessible	68	62	66	58
Not accessible	30	30	33	34
Not Sure/Not Stated	3	8	1	8
MUSEUM FOR ART/HISTORY/SCIENCE:				
Is accessible	63	54	57	49
Not accessible	34	38	41	42
Not Sure/Not Stated	3	8	2	9
CONCERT HALL:				
Is accessible	50	44	53	47
Not accessible	47	45	46	45
Not Sure/Not Stated	3	11	1	8
COMMUNITY CENTRE FOR ARTS AND CRAFTS:				
Is accessible	75	na	63	54
Not accessible	18	na	30	34
Not Sure/Not Stated	8	na	7	12

### c) Frequency of Presentation

Yet another variable influencing attendance patterns at artistic and cultural activities was the perceived frequency with which they are presented. Respondents were asked to indicate whether selected activities were available to them "almost all the time", "fairly often", "only at certain times of the year", "only occasionally" or "almost never". Here again the judgment was a subjective one and it would be affected by the respondent's level of awareness of such activities. Awareness, in turn, would be affected by the level of interest in the Arts (Table 3.1).

Percent of respondents stating that selected activities were frequently (where frequently comprises "almost all the time" and "fairly often") presented in their area were as follows:

- live plays/musicals - 44%
- ballet/modern dance - 15.4%
- classical music concerts - 27.5%
- opera/operettas - 9.7%
- arts and crafts activities - 55.5%
- live arts performances for children - 23.3%

Understandably, the frequency of presentations varied with community size. Rural respondents were significantly less likely to ascribe frequent presentation to plays/musicals, classical music concerts, arts and crafts activities and live arts performances for children. Those living in communities of 100,000 or more were significantly more likely to describe

"frequent" performances of plays and musicals, dance and classical music concerts. Those with incomes in excess of \$30,000 per year were more likely to acknowledge frequent presentations of live plays/musicals and classical music concerts, with those in the \$40,000 and over category more likely to be aware of performances of dance, opera and presentations of arts and crafts activities. In every case, frequent attenders were significantly more likely to describe the presentation of these activities as being frequent.

In comparison with the previous Ontario survey, this represents a significant increase for live plays and musicals, no change for classical music concerts or opera/operettas and a significant decline in the perception of frequency of presentations of dance performances (Table 3.2).

Encouragingly, at least 20 percent of the respondents endorsed the statement that the frequency of presentation of these activities was higher than it had been five years ago (Table 3.3). The sole exception was for operas and operettas, for which only 15 percent supported the statement.

Considerable support was expressed for the suggestion that many of these activities should be presented with increased frequency in the future (Table 3.4). There was majority support (64% and 51%, respectively) for more arts performances for children and more live plays and musicals. A total of 41 percent of the respondents endorsed the idea that there should be more performances of symphonic and other classical music, dance and arts and crafts activities. Increased frequency of presentation of operas and operettas was endorsed by 33 percent of the respondents.

The relative strength of this desire for an increased frequency of arts presentations was reinforced by the comparison to previous Ontario and United States surveys (Table 3.5). A significantly larger proportion of Ontarians in 1983 than in 1974 expressed the view that there should be more live plays and musicals, more classical music concerts and more ballet and modern dance performances. Responses were similar to those levels observed in the United States survey of 1980, although endorsement for classical music concerts and dance performances was lower in Ontario. Conversely, Ontarians indicated a higher level of support for live arts performances for children.

In summary, this survey revealed that frequency of occurrence of these artistic and cultural activities was perceived to be higher in 1983 than in the past. Further, the opinion was expressed that most of these activities should be presented even more frequently than they are at present. Expressed interest in an increased frequency of performances was higher among those in the younger age groups (except for operas/operettas), in rural areas and in the middle income brackets.

TABLE 3.1

PERCEIVED FREQUENCY OF OCCURRENCE OF  
ACCESSIBLE ARTS PERFORMANCES AND ACTIVITIES

	SEX			AGE				LOCATION			
	TOTAL	Male	Female	18-29	30-49	50-64	65+	Toronto	100,000 - 499,999	5,000 - 99,999	Under 5,000
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
THEATRE/MUSIC/DANCE PERFORMANCES FOR CHILDREN:											
Frequently*	23.3	22.5	24.0	23.5	24.5	17.0	26.1	29.2	27.6	20.3	13.2
Infrequently**	44.8	44.7	44.9	46.2	45.5	45.0	39.6	43.5	45.2	44.2	47.5
Almost never	18.2	16.5	19.9	18.0	18.2	18.3	17.9	13.2	12.5	20.9	28.9
Not Sure/Not Stated	13.8	16.5	11.2	12.3	11.8	19.7	16.4	14.0	14.7	14.5	10.4
LIVE PLAYS/MUSICALS:											
Frequently	44.0	42.6	45.4	42.2	48.2	42.0	37.0	50.7	57.9	39.8	20.6
Infrequently	35.5	36.9	34.1	34.4	33.6	42.7	33.2	29.9	30.1	39.1	44.6
Almost never	15.4	14.2	16.5	18.2	13.0	11.6	22.8	15.8	5.4	16.2	29.2
Not Sure/Not Stated	5.1	6.2	4.0	5.2	5.2	3.7	7.1	3.6	6.6	4.9	5.6
BALLET/MODERN DANCE:											
Frequently	15.4	13.7	17.0	16.5	16.4	10.7	15.7	28.4	18.1	9.6	3.6
Infrequently	34.7	35.6	33.7	33.4	31.8	39.5	41.1	37.9	45.1	29.9	24.2
Almost never	39.0	37.2	40.9	40.6	40.4	39.0	29.9	25.9	21.7	50.2	62.1
Not Sure/Not Stated	10.9	13.5	8.3	9.4	11.5	10.9	13.4	7.9	15.2	10.3	10.1
CLASSICAL MUSIC:											
Frequently	27.5	25.7	29.2	28.9	26.8	27.8	25.4	37.8	39.9	19.9	8.2
Infrequently	34.8	36.9	32.6	34.9	33.7	38.1	33.2	34.0	35.1	37.9	27.5
Almost never	29.4	27.7	31.2	30.7	28.9	26.2	32.8	22.1	14.9	34.3	53.9
Not Sure/Not Stated	8.4	9.7	7.0	5.6	10.7	7.9	8.6	6.0	10.1	7.9	10.4
OPERAS/OPERETTAS:											
Frequently	9.7	10.2	9.3	8.4	10.6	8.3	12.3	18.1	11.5	5.8	2.8
Infrequently	30.6	30.2	31.1	29.1	28.5	32.9	38.8	38.7	40.8	24.6	15.2
Almost never	46.6	44.4	48.7	49.6	46.6	46.2	39.2	33.0	29.6	57.1	71.1
Not Sure/Not Stated	13.0	15.2	10.9	13.0	14.4	12.5	9.7	10.1	18.1	12.4	10.9
ARTS/CRAFTS ACTIVITIES:											
Frequently	55.5	53.6	57.5	55.5	55.0	54.8	57.1	57.0	57.4	60.7	37.3
Infrequently	32.1	34.4	29.8	30.8	33.6	34.5	26.9	30.3	30.0	28.3	47.4
Almost never	8.0	7.7	8.2	9.7	5.9	7.2	12.0	6.9	7.3	7.9	11.0
Not Sure/Not Stated	4.5	4.2	4.7	4.0	5.4	3.5	4.1	5.8	5.4	3.0	4.2

\* Frequently comprises "almost all the time" and "fairly often".

\*\* Infrequently comprises "only at certain times of the year" and "only occasionally".

TABLE 3.1 (Continued)

	INCOME				USAGE			ATTENDED AS A CHILD		
	Under \$15,000	\$15,000 - \$29,999	\$30,000 - \$39,999	\$40,000+	Never Attend	Light Attend	Heavy Attend	Often Attend	Infrequently Attend	Never Attend
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
THEATRE/MUSIC/DANCE PERFORMANCES FOR CHILDREN:										
Frequently*	25.0	19.3	26.8	29.2	16.5	23.0	34.0	30.5	22.4	18.9
Infrequently**	38.5	53.8	45.5	41.9	40.6	48.8	44.5	33.1	49.5	41.0
Almost never	23.0	16.8	16.7	12.5	25.8	14.5	12.4	22.0	15.1	24.2
Not Sure/Not Stated	13.5	10.1	11.0	16.3	17.1	13.6	9.1	14.4	13.0	16.0
LIVE PLAYS/MUSICALS:										
Frequently	32.6	40.0	53.8	58.9	29.9	49.9	56.2	43.4	47.2	34.4
Infrequently	38.2	41.8	29.6	28.1	38.1	32.8	35.8	38.7	33.3	39.5
Almost never	20.7	16.4	12.6	7.7	23.7	13.3	6.0	13.3	14.2	21.2
Not Sure/Not Stated	8.4	1.9	4.1	5.2	8.3	4.0	2.1	4.6	5.3	5.0
BALLET/MODERN DANCE:										
Frequently	13.4	12.9	13.1	24.0	9.6	16.1	23.0	13.5	16.8	12.8
Infrequently	35.7	37.2	29.6	40.6	27.7	35.4	44.1	36.2	34.5	33.5
Almost never	39.5	42.4	43.5	24.3	49.3	36.5	27.3	38.4	38.1	42.8
Not Sure/Not Stated	11.4	7.6	13.9	11.1	13.4	11.9	5.5	12.0	10.6	11.0
CLASSICAL MUSIC:										
Frequently	21.4	21.7	31.7	41.5	15.2	26.0	48.4	34.4	27.5	20.1
Infrequently	33.0	41.2	35.5	29.9	29.6	41.5	31.6	32.3	36.6	31.4
Almost never	36.4	29.4	26.0	18.8	43.9	25.0	14.4	24.8	28.0	38.9
Not Sure/Not Stated	9.3	7.7	6.9	9.8	11.3	7.4	5.5	8.5	7.9	9.7
OPERAS/OPERETTAS:										
Frequently	10.0	8.0	7.4	15.6	7.6	8.3	15.5	10.3	10.5	6.9
Infrequently	29.4	29.4	27.3	36.0	19.2	34.0	42.6	33.9	31.0	25.7
Almost never	49.5	50.4	50.1	32.7	58.5	44.2	32.3	43.8	44.5	56.2
Not Sure/Not Stated	11.2	12.3	15.2	15.6	14.9	13.4	9.6	12.0	13.9	11.2
ARTS/CRAFTS ACTIVITIES:										
Frequently	53.3	51.0	56.6	67.1	44.8	59.2	66.0	56.7	55.9	53.3
Infrequently	29.1	37.3	36.0	22.4	35.3	31.5	28.0	29.6	33.3	30.2
Almost never	13.7	8.1	4.9	4.3	13.6	5.7	2.9	7.4	6.4	13.6
Not Sure/Not Stated	3.8	3.7	2.6	6.1	6.2	3.7	3.1	6.3	4.4	2.9

\*Frequently comprises "almost all the time" and "fairly often".

\*\*Infrequently comprises "only at certain times of the year" and "only occasionally".



TABLE 3.2

COMPARATIVE DATA ON FREQUENCY OF OCCURRENCE OF  
ACCESSIBLE ARTS PERFORMANCES AND ACTIVITIES

	ONTARIO 1983 ----- (%)	ONTARIO 1974 ----- (%)
(Base)	(1000)	(1004)
LIVE PLAYS/MUSICALS:		
Frequently*	44	40
Infrequently**	36	28
Almost never	15	18
Not Sure/Not Stated	5	14
CLASSICAL MUSIC:		
Frequently	28	27
Infrequently	35	26
Almost never	29	27
Not Sure/Not Stated	8	20
BALLET/MODERN DANCE:		
Frequently	15	21
Infrequently	35	24
Almost never	39	30
Not Sure/Not Stated	11	25
OPERA/OPERETTAS:		
Frequently	10	10
Infrequently	31	16
Almost never	47	47
Not Sure/Not Stated	13	27

\* Frequently comprises "almost all the time" and "fairly often".

\*\* Infrequently comprises "only at certain times of the year" and "only occasionally".

TABLE 3.3

PERCEIVED FREQUENCY OF OCCURRENCE OF ARTS PERFORMANCES  
AND ACTIVITIES RELATIVE TO FIVE YEARS AGO

	LOCATION										
	SEX			AGE							
	TOTAL	Male	Female	18-29	30-49	50-64	65+	Toronto	100,000 - 499,999	5,000 - 99,999	Under 5,000
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
THEATRE/MUSIC/DANCE PERFORMANCES FOR CHILDREN:											
More	29.7	25.9	33.6	25.3	31.8	28.8	35.4	26.7	29.6	30.9	32.0
Less	6.2	8.0	4.5	8.6	6.4	3.9	3.4	7.5	4.6	6.8	5.6
Same	43.1	43.9	42.2	44.4	43.2	44.5	37.3	43.3	42.0	44.0	42.1
Not Stated	20.9	22.2	19.7	21.7	18.6	22.7	23.9	22.4	23.9	18.3	20.2
LIVE PLAYS/MUSICALS:											
More	36.4	31.9	40.9	32.5	35.5	41.1	41.4	34.3	37.7	38.6	32.3
Less	6.2	7.0	5.3	7.9	7.1	3.7	2.2	8.4	4.7	4.8	8.1
Same	44.9	47.6	42.2	44.9	44.2	47.8	44.8	47.3	40.9	45.7	45.8
Not Stated	12.5	13.5	11.5	14.6	13.2	7.4	11.6	10.1	16.6	10.8	13.7
BALLET/MODERN DANCE:											
More	20.6	18.5	22.7	16.9	19.4	25.1	27.2	24.5	20.0	20.5	15.5
Less	7.0	8.2	5.7	10.4	6.0	3.5	6.7	6.0	10.3	5.1	7.6
Same	53.2	51.4	55.1	52.7	54.6	55.5	46.7	54.5	45.0	56.6	56.8
Not Stated	19.2	21.9	16.5	19.9	20.0	16.0	19.4	15.1	24.7	17.9	20.2
CLASSICAL MUSIC:											
More	23.6	21.2	26.0	22.7	21.1	25.1	32.8	27.1	27.2	23.5	12.4
Less	5.9	6.2	5.5	8.6	5.7	1.6	6.0	7.0	5.8	5.3	5.6
Same	54.4	54.6	54.1	51.8	55.8	60.5	46.6	51.0	47.6	57.7	62.9
Not Stated	16.2	18.0	14.4	16.9	17.4	12.8	14.6	14.9	19.5	13.6	19.1
OPERAS/OPERETTAS:											
More	15.0	14.2	15.9	15.4	12.2	16.7	22.0	17.5	16.1	15.2	9.0
Less	8.0	9.2	6.7	11.1	7.2	3.9	7.8	10.1	7.9	7.0	6.7
Same	55.5	52.9	58.1	49.5	57.8	63.8	50.8	52.6	46.4	59.9	64.6
Not Stated	21.5	23.7	19.4	24.0	22.8	15.5	19.4	19.9	29.6	17.9	19.6
ARTS/CRAFTS ACTIVITIES:											
More	46.7	39.9	53.4	43.6	45.5	48.1	56.0	38.4	47.4	53.7	41.9
Less	4.6	5.2	4.0	7.1	4.3	1.2	4.8	7.0	4.4	3.0	5.1
Same	36.7	42.9	30.6	34.3	37.5	44.3	29.8	43.7	31.8	34.2	39.6
Not Stated	12.0	12.0	12.0	15.0	12.7	6.5	9.3	11.0	16.4	9.1	13.5

TABLE 3.3 (Continued)

	INCOME				USAGE			ATTENDED AS A CHILD		
	Under \$15,000	\$15,000 - \$29,999	\$30,000 - \$39,999	\$40,000+	Never Attend	Light Attend	Heavy Attend	Often Attend	Infrequently Attend	Never Attend
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
THEATRE/MUSIC/DANCE PERFORMANCES FOR CHILDREN:										
More	28.3	29.2	36.0	31.8	23.8	29.3	39.5	34.2	28.7	28.7
Less	6.6	8.0	5.1	5.2	6.2	5.4	7.7	7.8	6.2	4.9
Same	42.1	47.8	39.8	41.5	45.3	44.6	37.3	38.1	44.1	44.7
Not Stated	23.0	15.0	19.0	21.5	24.8	20.7	15.5	19.8	20.9	21.9
LIVE PLAYS/MUSICALS:										
More	29.8	40.1	38.1	44.7	29.0	35.3	49.5	41.4	35.2	35.4
Less	5.7	8.4	6.2	5.0	4.5	5.9	9.1	8.5	6.2	3.7
Same	44.8	44.9	44.5	38.5	49.3	48.0	33.3	37.9	46.2	47.7
Not Stated	19.6	6.6	11.3	11.8	17.2	10.7	8.1	12.2	12.4	13.2
BALLET/MODERN DANCE:										
More	22.4	21.4	16.5	23.1	14.2	21.6	28.7	24.6	18.6	23.1
Less	7.6	6.6	3.3	8.8	6.4	6.3	8.8	8.3	7.0	5.0
Same	46.5	58.2	58.1	51.2	55.0	53.4	50.3	46.8	56.1	50.9
Not Stated	23.4	13.8	22.1	16.8	24.4	18.7	12.2	20.3	18.3	21.2
CLASSICAL MUSIC:										
More	21.8	21.3	25.7	30.2	14.6	20.2	42.8	29.8	22.4	21.6
Less	5.7	7.8	2.3	6.3	5.2	4.8	8.6	11.3	5.3	2.4
Same	49.3	57.8	59.1	49.0	57.9	59.9	40.0	42.9	56.8	57.7
Not Stated	23.2	13.1	12.8	14.5	22.3	15.0	8.6	15.9	15.6	18.4
OPERAS/OPERETTAS:										
More	15.9	14.1	11.6	20.0	9.6	15.7	22.3	21.3	13.4	14.0
Less	8.0	10.3	5.9	8.6	5.4	7.9	11.8	12.9	7.1	5.9
Same	51.0	59.4	59.9	49.7	59.0	56.1	49.2	43.4	58.0	59.8
Not Stated	25.1	16.3	22.6	21.8	26.0	20.3	16.7	22.4	21.5	20.3
ARTS/CRAFTS ACTIVITIES:										
More	44.0	44.1	52.7	53.5	39.5	48.9	54.0	52.1	45.9	43.9
Less	6.1	5.6	1.0	4.1	3.8	4.6	5.8	5.9	4.9	2.6
Same	33.6	41.4	37.2	30.4	40.3	37.9	29.4	28.1	37.1	43.8
Not Stated	16.3	9.0	9.0	12.0	16.3	8.6	10.8	14.0	12.1	9.7

EXPRESSED NEED FOR MORE ARTS PERFORMANCES AND ACTIVITIES

	SEX							LOCATION			
	TOTAL	Male	Female	18-29	30-49	50-64	65+	Toronto	100,000 - 499,999	5,000 - 99,999	Under 5,000
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
<b>THEATRE/MUSIC/DANCE PERFORMANCES FOR CHILDREN:</b>											
Should be more	64.1	65.1	63.1	75.5	67.6	51.3	40.7	64.0	63.9	62.5	68.3
Enough	24.9	24.2	25.5	19.0	23.9	27.9	39.5	24.1	24.4	27.7	19.9
Not Sure/Not Stated	11.0	10.7	11.3	5.4	8.5	20.9	19.8	11.8	11.7	9.8	11.8
<b>LIVE PLAYS/MUSICALS:</b>											
Should be more	51.3	51.6	50.9	61.5	49.1	44.5	42.2	46.9	50.4	49.1	65.2
Enough	44.5	43.6	45.4	35.4	46.5	52.4	49.6	49.3	45.0	46.5	30.9
Not Sure/Not Stated	4.2	4.7	3.7	3.2	4.4	3.1	8.2	3.8	4.6	4.4	3.9
<b>BALLET/MODERN DANCE:</b>											
Should be more	41.3	36.4	46.2	49.9	40.1	38.3	26.9	39.7	42.8	37.5	50.9
Enough	47.3	48.6	45.9	40.7	47.7	49.9	59.3	53.6	48.7	47.2	34.6
Not Sure/Not Stated	11.4	14.9	7.9	9.4	12.2	11.8	13.8	6.7	8.5	15.3	14.6
<b>CLASSICAL MUSIC:</b>											
Should be more	41.3	42.1	40.4	45.2	43.3	37.3	29.1	38.5	37.6	39.9	55.3
Enough	49.9	47.6	52.3	45.6	49.1	54.3	57.8	54.1	56.5	49.7	32.9
Not Sure/Not Stated	8.8	10.2	7.3	9.1	7.6	8.3	13.1	7.3	5.9	10.5	11.8
<b>OPERAS/OPERETTAS:</b>											
Should be more	33.0	30.7	35.4	31.2	35.2	33.2	29.5	30.1	36.9	28.4	42.7
Enough	52.5	52.6	52.4	55.5	49.6	53.4	53.7	58.9	50.3	53.2	44.1
Not Sure/Not Stated	14.5	16.7	12.2	13.4	15.2	13.4	16.8	10.9	12.9	18.4	13.2
<b>ARTS/CRAFTS ACTIVITIES:</b>											
Should be more	41.1	42.4	39.9	50.3	40.6	33.2	30.6	44.5	39.9	34.1	54.9
Enough	54.9	53.4	56.4	45.6	55.9	64.7	60.8	51.2	55.3	62.6	41.3
Not Sure/Not Stated	4.0	4.2	3.7	4.0	3.4	2.1	8.6	4.3	4.7	3.2	4.0

TABLE 3.4 (Continued)

	INCOME				USAGE			ATTENDED AS A CHILD		
	Under \$15,000	\$15,000 - \$29,999	\$30,000 - \$39,999	\$40,000+	Never Attend	Light Attend	Heavy Attend	Often Attend	Infrequently Attend	Never Attend
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
THEATRE/MUSIC/DANCE PERFORMANCES FOR CHILDREN:										
Should be more	62.2	68.6	72.0	58.5	62.0	65.6	64.8	67.8	65.3	56.6
Enough	26.2	24.1	20.1	26.7	26.9	23.7	23.5	23.5	23.6	30.5
Not Sure/Not Stated	11.6	7.3	8.0	14.7	11.1	10.6	11.7	8.7	11.2	12.9
LIVE PLAYS/MUSICALS:										
Should be more	52.6	57.5	52.2	42.0	52.5	49.6	52.0	60.8	50.0	46.2
Enough	40.4	38.8	47.8	53.7	42.3	46.4	44.9	35.1	46.0	48.8
Not Sure/Not Stated	7.0	3.7	0.0	4.3	5.2	4.0	3.1	4.1	4.0	4.9
BALLET/MODERN DANCE:										
Should be more	44.0	46.7	37.3	36.3	38.7	39.8	47.8	44.7	42.2	35.4
Enough	43.4	43.4	52.4	53.3	45.8	50.4	44.5	44.7	46.8	51.0
Not Sure/Not Stated	12.7	10.0	10.3	10.4	15.4	9.9	7.8	10.7	10.9	13.6
CLASSICAL MUSIC:										
Should be more	41.4	46.2	46.3	33.3	39.4	43.2	41.1	48.1	41.4	34.3
Enough	47.8	45.5	49.1	57.1	49.4	49.5	51.4	44.0	50.1	55.1
Not Sure/Not Stated	10.8	8.2	4.7	9.6	11.2	7.3	7.5	7.9	8.6	10.6
OPERAS/OPERETTAS:										
Should be more	33.8	33.8	37.0	32.9	31.8	29.0	41.4	47.3	30.9	25.7
Enough	50.1	52.4	52.7	50.6	52.4	56.8	45.9	38.8	55.1	57.7
Not Sure/Not Stated	16.1	13.8	10.3	16.6	15.9	14.1	12.7	13.9	14.0	16.7
ARTS/CRAFTS ACTIVITIES:										
Should be more	47.1	43.8	37.3	33.3	44.9	40.3	36.8	39.7	39.8	47.1
Enough	48.6	53.6	61.4	61.7	50.1	55.9	60.7	58.2	55.9	48.4
Not Sure/Not Stated	4.2	2.6	1.3	5.0	4.9	3.8	2.5	2.2	4.3	4.5

TABLE 3.5

COMPARATIVE DATA ON EXPRESSED NEED FOR  
MORE ARTS PERFORMANCES AND ACTIVITIES

	ONTARIO 1983	ONTARIO 1974	UNITED STATES 1980
	(%)	(%)	(%)
(Base)	(1000)	(1004)	(1501)
LIVE PLAYS/MUSICALS:			
Should be more*	51	34	47
Enough	45	42	47
Not Sure/Not Stated	4	24	6
CLASSICAL MUSIC:			
Should be more	41	35	46
Enough	50	38	47
Not Sure/Not Stated	9	27	7
BALLET/MODERN DANCE:			
Should be more	41	32	44
Enough	47	36	44
Not Sure/Not Stated	11	32	12
OPERAS/OPERETTAS:			
Should be more	33	33	na
Enough	53	29	na
Not Sure/Not Stated	15	38	na
CHILDREN'S THEATRE PERFORMANCES:			
Should be more	64	na	61
Enough	25	na	25
Not Sure/Not Stated	11	na	14

\*In the previous Ontario survey, this alternative was presented as "Not enough".

#### d) Factors Affecting Attendance Patterns

To this point, we have seen that attendance patterns have been influenced by such variables as age, location, income, frequency of attendance at all activities and attendance at the performing arts as a child. Respondents were also asked to indicate their level of agreement or support for a series of statements indicating motives that might deter a person from attending artistic and cultural activities. It was postulated that one such motive might be the inconvenience of performance locations, including availability of public transportation to them. As Table 4.1 indicates, there was 68 percent agreement that there are too many performances given in the downtown areas rather than in local communities or suburbs. Those in agreement included a significantly higher proportion of females, of rural respondents and those who do not attend arts performance.

A total of 55 percent of the respondents agreed that they would attend arts and cultural activities if locations of performances were more convenient. This point of view was strengthened by the 65 percent who agreed that they would attend such activities more often if more performances were given in their area. Location, therefore, appeared to be very important to many people, whereas the availability of public transportation did not. Only 34.4 percent agreed that they would attend arts and cultural activities more often if transportation were more convenient. Younger respondents and those in the lowest income bracket were significantly more likely to attribute lower attendance frequencies to the inaccessibility of public transportation. Similarly, the inconvenience of performance locations was of greater concern to those in small communities and young adults.



As has already been inferred from cross-tabulations between attendance patterns and income levels, the cost of artistic and cultural activities is a factor in attendance (Table 4.2). The relatively high cost has obviously affected the attendance of not only those in the lower income brackets, but the majority of respondents. A total of 73 percent agreed that if tickets were not so expensive, people would go to theatres and concerts more often. Approximately 62 percent stated that they personally would attend arts and cultural activities more often if ticket prices were less expensive, or if the total cost of going to a performance was cheaper. This was particularly significant for female respondents. Residents of cities of 100,000 population or more attested that they would attend these activities more often if expenses were lower. Not surprisingly, younger respondents and those in the lower income brackets indicated that they could attend more frequently if the costs were lower. Of particular note here is the observation that the frequent attenders would be present at an even higher number of artistic and cultural activities if the costs were lower.

Opinion was somewhat divided on the issue of supporting small local performing groups as opposed to the larger professional ensembles (Table 4.3). Some 64 percent agreed that people would prefer to attend a few performances by large professional groups rather than several performances by local amateur groups. Further, only 49 percent stated that they would attend more often if more small local groups were performing. To confuse this issue, 59 percent agreed that tax money should support small local groups as opposed to the professional ensembles. However, a larger proportion of these did come from the segment that has not attended an arts presentation in the past year.

Other factors (Table 4.4) which the majority of respondents acknowledged would affect their frequency of attendance were:

- a higher quality of performances - 54%
- receiving more information about what was being performed and where performances were given - 65%
- having more leisure time available - 63%
- having a better background in music, dance or visual arts - 60%

Not surprisingly, this last statement was endorsed significantly less often by those who had often attended performing arts presentations as children. Male respondents, those living in rural communities, young adults and infrequent attenders were most likely to state that they would attend more often if they know more about music, dance or visual arts.

A particularly interesting finding was that 75 percent of Torontonians, who are bombarded daily by media notices and direct mail solicitation for various arts and cultural activities, claimed that they would attend more frequently if they were better informed about performances. This was significantly higher than for residents of other cities and suggests that a more rigorous examination of communication patterns and activities should be conducted. Male respondents, those living in rural communities, young adults and infrequent attenders were most likely to state that they would attend activities more often if they knew more about music, dance or visual arts.

Only 36 percent of the respondents maintained that their frequency of attendance would increase if theatres and concert halls were more attractive,

comfortable and in better condition. These were more likely to be males than females, from small communities and young adults.

Looking at Table 4.5, we recognize that some of these reasons have become dramatically stronger deterrents than they were in 1974. Although definitive conclusions cannot be drawn because of the inconsistent wording of the items across surveys, these differences were startling.

As was noted earlier, Toronto respondents and those from rural communities were more likely to complain about the absence of information about local arts and cultural activities, as were young people. As Table 4.6 indicates, only half the respondents overall rated the communications about such activities in their community as being excellent or good, with 17 percent stating that they were poor. Those giving a poor rating were in fact in the younger age segment, residents of Toronto or of rural communities.

To explore the hypothesis that arts attendance is affected by the public's overall attitude toward such activities, respondents were asked to "agree" or "disagree" with two statements (Table 4.7):

1. "Most people enjoy attending arts events".
2. "To see something performed live on stage is more meaningful and exciting than watching it on TV".

A total of 58 percent of these respondents agreed with the first statement and 90 percent agreed with the second. The latter statement compares favourably to previous survey data from Ontario and the United States (Table 4.8), although American respondents in 1980 were significantly more likely to

endorse the former statement. Unfortunately, a comparison to previous Ontario data was not available in this case.

To summarize, several reasons to explain attendance patterns were proffered in this survey. Foremost among them were accessibility and convenience, cost, communications about performances and exposure to artistic and cultural activities as a child. Some of these motives for not attending have apparently gained considerable strength since the 1974 study.

TABLE 4.1

# IMPACT OF ACCESSIBILITY TO VARIOUS ARTS AND CULTURAL FACILITIES UPON ATTITUDES AND BEHAVIOUR

	SEX							LOCATION			
	TOTAL	SEX		AGE				Toronto	100,000 - 499,999	5,000 - 99,999	Under 5,000
		Male	Female	18-29	30-49	50-64	65+				
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
TOO MANY PERFORMANCES ARE GIVEN DOWNTOWN RATHER THAN LOCALLY:											
Agree	68.0	66.3	69.6	72.3	70.1	61.9	59.0	68.2	65.8	63.7	81.9
Disagree	26.5	28.2	24.7	25.3	25.3	29.2	28.3	28.1	30.2	27.2	15.7
Not Stated	5.6	5.5	5.7	2.5	4.6	8.8	12.7	3.8	4.1	9.1	2.5
WOULD ATTEND MORE IF LOCATIONS WERE MORE CONVENIENT:											
Yes	55.3	51.4	59.3	62.6	56.8	45.0	48.2	56.5	49.2	52.8	69.7
No	42.9	46.4	39.4	35.2	42.1	54.3	47.0	42.6	49.6	44.5	28.4
Not Stated	1.8	2.2	1.3	2.2	1.1	0.7	4.8	0.9	1.2	2.8	2.0
WOULD ATTEND MORE IF PERFORMANCES IN MY AREA:											
Yes	64.5	62.3	66.6	70.5	68.3	57.3	47.4	56.8	60.6	67.9	75.0
No	33.8	35.7	31.9	28.5	30.5	40.4	47.4	41.8	36.2	30.3	25.0
Not Stated	1.7	2.0	1.5	1.0	1.1	2.3	5.2	1.4	3.2	1.7	0.0
WOULD ATTEND MORE IF PUBLIC TRANSPORTATION WAS MORE CONVENIENT:											
Yes	34.4	31.7	37.1	42.9	31.5	27.4	34.0	35.3	33.8	29.9	44.7
No	64.2	66.8	61.6	56.3	67.5	70.1	63.4	64.7	65.5	67.6	53.1
Not Stated	1.4	1.5	1.3	0.8	1.0	2.5	2.6	0.0	0.7	2.5	2.2

TABLE 4.1 (Continued)

	INCOME				USAGE			ATTENDED AS A CHILD		
	Under \$15,000	\$15,000 - \$29,999	\$30,000 - \$39,999	\$40,000+	Never Attend	Light Attend	Heavy Attend	Often Attend	Infrequently Attend	Never Attend
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
TOO MANY PERFORMANCES ARE GIVEN DOWNTOWN RATHER THAN LOCALLY:										
Agree	73.4	68.9	75.8	58.0	74.9	67.2	58.6	67.1	67.1	71.7
Disagree	21.5	25.5	22.1	38.1	17.8	29.2	35.2	29.0	26.8	23.1
Not Stated	5.1	5.6	2.1	3.9	7.3	3.5	6.2	3.9	6.1	5.2
WOULD ATTEND MORE IF LOCATIONS WERE MORE CONVENIENT:										
Yes	56.2	59.6	58.4	45.8	55.1	57.9	51.5	57.1	56.9	48.6
No	41.4	39.2	40.9	52.4	42.0	41.3	46.7	41.0	41.4	49.7
Not Stated	2.3	1.1	0.8	1.8	2.9	0.8	1.7	2.0	1.6	1.7
WOULD ATTEND MORE IF PERFORMANCES IN MY AREA:										
Yes	63.0	72.5	64.5	56.0	64.3	67.4	60.1	65.1	66.6	57.2
No	35.9	27.2	35.0	41.7	33.8	31.9	36.8	32.9	31.8	41.0
Not Stated	1.1	0.3	0.5	2.3	1.9	0.8	3.1	2.0	1.6	1.7
WOULD ATTEND MORE IF PUBLIC TRANSPORTATION WAS MORE CONVENIENT:										
Yes	41.0	34.4	32.4	24.7	33.9	36.5	31.6	43.6	32.7	30.7
No	57.9	64.3	67.6	73.9	64.0	62.6	67.2	56.0	65.8	67.6
Not Stated	1.1	1.3	0.0	1.4	2.1	0.9	1.2	0.4	1.5	1.7

# IMPACT OF COST OF ARTISTIC AND CULTURAL ACTIVITIES UPON ATTITUDES AND BEHAVIOUR

	SEX							LOCATION			
	SEX		AGE					LOCATION			
	TOTAL	Male	Female	18-29	30-49	50-64	65+	Toronto	100,000 - 499,999	5,000 - 99,999	Under 5,000
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
PEOPLE WOULD ATTEND MORE OFTEN IF TICKETS WERE NOT SO EXPENSIVE:											
Agree	73.4	67.3	79.4	76.3	66.9	79.1	81.7	75.3	73.3	70.9	76.4
Disagree	25.5	30.9	20.1	23.3	32.2	20.2	13.8	24.7	25.2	27.3	22.7
Not Stated	1.1	1.7	0.5	0.4	0.9	0.7	4.5	0.0	1.5	1.7	0.8
WOULD ATTEND MORE IF TICKET PRICES WERE LESS EXPENSIVE:											
Yes	63.4	56.9	69.9	72.3	59.7	62.7	56.0	73.8	68.2	56.3	55.6
No	35.3	41.9	28.7	26.8	39.6	35.0	41.4	25.9	31.0	41.7	42.4
Not Stated	1.3	1.2	1.3	1.0	0.7	2.3	2.6	0.3	0.8	2.0	2.0
WOULD ATTEND MORE IF TOTAL COST WAS CHEAPER:											
Yes	62.0	55.6	68.4	70.2	62.6	57.1	47.0	72.4	70.1	53.7	52.0
No	36.5	42.1	30.9	29.2	36.8	41.7	45.5	27.6	28.8	44.0	45.8
Not Stated	1.5	2.2	0.7	0.5	0.6	1.2	7.4	0.0	1.2	2.3	2.2



TABLE 4.2 (Continued)

	INCOME				USAGE			ATTENDED AS A CHILD		
	Under \$15,000	\$15,000 - \$29,999	\$30,000 - \$39,999	\$40,000+	Never Attend	Light Attend	Heavy Attend	Often Attend	Infrequently Attend	Never Attend
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
PEOPLE WOULD ATTEND MORE OFTEN IF TICKETS WERE NOT SO EXPENSIVE:										
Agree	82.0	72.6	67.1	64.8	78.8	70.7	69.4	73.9	71.2	79.7
Disagree	16.7	26.9	32.4	33.3	20.1	28.1	29.4	25.7	27.7	18.4
Not Stated	1.3	0.4	0.5	1.8	1.0	1.2	1.2	0.4	1.1	1.9
WOULD ATTEND MORE IF TICKET PRICES WERE LESS EXPENSIVE:										
Yes	73.6	65.8	57.9	56.7	61.3	61.7	69.4	62.5	64.7	60.5
No	24.7	33.9	39.6	42.6	36.0	37.6	30.6	36.6	34.6	36.5
Not Stated	1.7	0.3	2.6	0.7	2.7	0.8	0.0	0.9	0.7	3.0
WOULD ATTEND MORE IF TOTAL COST WAS CHEAPER:										
Yes	68.9	64.2	62.0	55.4	57.8	62.6	67.5	61.7	63.7	57.3
No	30.0	34.7	36.7	44.6	40.2	35.9	31.9	37.9	34.9	40.4
Not Stated	1.1	1.1	1.3	0.0	2.0	1.5	0.5	0.4	1.4	2.4

IMPACT OF PREFERENCE FOR SMALL LOCAL ARTS GROUPS RATHER  
THAN LARGE PROFESSIONAL ENSEMBLES UPON ATTITUDES AND BEHAVIOUR

	LOCATION										
	TOTAL	SEX		AGE				Toronto	100,000 - 499,999	5,000 - 99,999	Under 5,000
		Male	Female	18-29	30-49	50-64	65+				
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
TAX MONEY SHOULD SUPPORT SMALL LOCAL GROUPS RATHER THAN LARGE PROFESSIONAL ENSEMBLES:											
Agree	58.8	56.3	61.3	62.5	59.6	50.5	59.7	55.5	56.4	59.7	66.0
Disagree	35.3	37.7	32.9	34.6	34.3	41.0	30.6	39.8	38.4	32.7	28.9
Not Stated	5.9	6.0	5.8	2.9	6.1	8.4	9.7	4.8	5.2	7.5	5.1
PEOPLE WOULD PREFER TO ATTEND A FEW PERFORMANCES BY LARGE PROFESSIONAL GROUPS THAN SEVERAL PERFORMANCES BY LOCAL AMATEUR GROUPS:											
Agree	64.0	67.3	60.6	67.6	64.0	65.4	51.8	71.2	66.2	63.0	50.8
Disagree	32.2	29.0	35.4	30.2	33.6	28.8	36.9	26.1	30.8	31.5	46.1
Not Stated	3.9	3.7	4.0	2.2	2.3	5.8	11.2	2.7	3.0	5.5	3.1
WOULD ATTEND MORE OFTEN IF MORE SMALL LOCAL GROUPS RATHER THAN LARGE PROFESSIONAL GROUPS:											
Yes	48.9	48.1	49.6	50.7	52.6	40.6	44.8	45.7	46.0	47.5	62.1
No	47.9	48.4	47.4	47.0	45.1	54.8	48.1	52.9	51.8	48.0	32.9
Not Stated	3.2	3.5	3.0	2.3	2.3	4.6	7.1	1.4	2.2	4.5	5.1

TABLE 4.3 (Continued)

	INCOME				USAGE			ATTENDED AS A CHILD		
	Under \$15,000	\$15,000 - \$29,999	\$30,000 - \$39,999	\$40,000+	Never Attend	Light Attend	Heavy Attend	Often Attend	Infrequently Attend	Never Attend
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
TAX MONEY SHOULD SUPPORT SMALL LOCAL GROUPS RATHER THAN LARGE PROFESSIONAL ENSEMBLES:										
Agree	63.9	60.6	53.8	57.4	64.9	56.8	52.8	55.3	58.4	63.3
Disagree	30.7	35.1	40.8	36.3	27.5	39.9	39.7	40.3	35.5	29.8
Not Stated	5.5	4.3	5.4	6.3	7.7	3.2	7.6	4.4	6.1	6.9
PEOPLE WOULD PREFER TO ATTEND A FEW PERFORMANCES BY LARGE PROFESSIONAL GROUPS THAN SEVERAL PERFORMANCES BY LOCAL AMATEUR GROUPS:										
Agree	60.7	62.8	67.1	66.9	62.5	65.3	64.1	61.8	64.9	63.5
Disagree	36.0	33.9	30.9	29.7	33.5	30.7	32.4	33.1	31.6	32.8
Not Stated	3.4	3.4	2.1	3.4	3.9	4.1	3.4	5.0	3.6	3.7
WOULD ATTEND MORE OFTEN IF MORE SMALL LOCAL GROUPS RATHER THAN LARGE PROFESSIONAL GROUPS:										
Yes	54.1	53.2	47.8	41.3	51.4	48.0	46.4	50.5	50.4	42.3
No	41.7	43.9	49.1	58.0	44.1	49.2	51.6	46.6	47.1	52.0
Not Stated	4.2	2.9	3.1	0.7	4.5	2.8	2.1	2.8	2.5	5.6

OTHER REASONS WHICH AFFECT ATTENDANCE  
AT ARTISTIC AND CULTURAL ACTIVITIES

	SEX							LOCATION			
	SEX		AGE					LOCATION			
	TOTAL	Male	Female	18-29	30-49	50-64	65+	Toronto	100,000 - 499,999	5,000 - 99,999	Under 5,000
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
WOULD ATTEND MORE IF THEATRES AND HALLS MORE ATTRACTIVE:											
Yes	36.1	38.9	33.4	46.3	34.2	29.0	27.6	39.4	35.4	30.7	45.5
No	60.9	57.9	63.9	52.5	63.4	65.4	66.8	59.3	63.3	64.4	51.1
Not Stated	3.0	3.2	2.7	1.2	2.4	5.6	5.6	1.4	1.4	4.9	3.4
WOULD ATTEND MORE IF THE QUALITY OF PERFORMANCES WAS HIGHER:											
Yes	53.6	57.6	49.6	60.4	52.7	49.4	45.5	59.1	50.7	48.2	62.6
No	43.7	39.7	47.7	37.7	45.1	47.3	48.5	40.2	45.7	47.8	36.0
Not Stated	2.7	2.7	2.7	1.9	2.2	3.2	6.0	0.7	3.5	4.0	1.4
WOULD ATTEND MORE IF I HAD MORE LEISURE TIME:											
Yes	63.1	62.6	63.6	76.6	68.6	53.8	22.0	63.4	58.7	66.0	62.9
No	35.9	36.4	35.4	22.7	31.0	44.3	75.4	36.3	40.9	32.3	35.7
Not Stated	1.0	1.0	1.0	0.7	0.4	1.9	2.6	0.3	0.3	1.7	1.4
WOULD ATTEND MORE IF I KNEW MORE ABOUT MUSIC, DANCE OR VISUAL ARTS:											
Yes	59.5	63.6	55.4	67.2	60.7	52.7	45.9	58.9	60.1	54.4	72.2
No	38.6	34.2	43.1	31.3	38.3	44.3	49.6	40.8	38.8	42.1	26.4
Not Stated	1.9	2.2	1.5	1.5	0.9	3.0	4.5	0.3	1.2	3.6	1.4
WOULD ATTEND MORE IF I HAD MORE INFORMATION ABOUT PERFORMANCES:											
Yes	65.3	67.8	62.8	74.7	66.8	57.1	48.5	75.2	61.4	59.7	69.4
No	33.6	30.9	36.2	24.6	32.5	41.3	48.5	24.5	38.3	38.2	29.5
Not Stated	1.1	1.2	1.0	0.7	0.7	1.6	3.0	0.3	0.3	2.2	1.1

TABLE 4.4 (Continued)

	INCOME				USAGE			ATTENDED AS A CHILD		
	Under \$15,000	\$15,000 - \$29,999	\$30,000 - \$39,999	\$40,000+	Never Attend	Light Attend	Heavy Attend	Often Attend	Infrequently Attend	Never Attend
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
WOULD ATTEND MORE IF THEATRES AND HALLS MORE ATTRACTIVE:										
Yes	36.8	39.4	31.3	34.0	35.0	39.1	33.1	37.7	36.8	32.8
No	60.9	57.5	66.1	64.2	60.5	58.6	65.3	59.5	60.3	64.4
Not Stated	2.3	3.1	2.6	1.8	4.5	2.4	1.5	2.8	2.9	2.8
WOULD ATTEND MORE IF THE QUALITY OF PERFORMANCES WAS HIGHER:										
Yes	53.9	57.2	57.6	46.0	47.3	58.2	55.8	53.6	54.7	50.3
No	42.7	41.2	41.1	51.7	48.5	40.1	42.1	45.1	42.3	46.9
Not Stated	3.4	1.6	1.3	2.3	4.2	1.7	2.1	1.3	3.0	2.8
WOULD ATTEND MORE IF I HAD MORE LEISURE TIME:										
Yes	52.4	70.5	66.6	64.6	57.1	67.9	64.6	65.1	64.7	56.4
No	46.7	29.5	33.4	34.5	40.9	32.1	34.4	34.4	34.9	40.8
Not Stated	0.8	0.0	0.0	0.9	2.0	0.0	1.0	0.4	0.5	2.8
WOULD ATTEND MORE IF I KNEW MORE ABOUT MUSIC, DANCE OR VISUAL ARTS:										
Yes	59.8	67.6	56.3	54.6	59.6	65.7	49.5	47.7	62.2	62.8
No	38.9	31.5	40.9	44.2	37.2	33.1	49.7	51.9	36.0	33.9
Not Stated	1.3	0.9	2.8	1.1	3.3	1.2	0.9	0.4	1.8	3.2
WOULD ATTEND MORE IF I HAD MORE INFORMATION ABOUT PERFORMANCES:										
Yes	65.3	72.9	64.5	57.1	64.4	67.9	62.5	61.7	68.3	59.6
No	33.8	26.7	33.7	42.9	34.0	31.5	36.3	37.3	31.4	37.2
Not Stated	0.8	0.4	1.8	0.0	1.6	0.6	1.2	1.1	0.3	3.2

TABLE 4.5  
COMPARATIVE DATA ON REASONS AFFECTING  
ATTENDANCE AT ARTISTIC PERFORMANCES

	ONTARIO 1983 ----- (%)	ONTARIO 1974 ----- (%)
(Base)	(1000)	(1004)
WOULD ATTEND MORE IF*:		
Tickets were not so expensive	63	43
More performances were given in this area	65	42
The quality of performances was higher	54	28
Performances were given locally rather than downtown	55	37
I knew more about music, dance or visual arts	60	25

\* Comparisons are directional rather than conclusive, since the wording of the item differed on the two instruments.

TABLE 4.6

## RATINGS OF COMMUNICATIONS ABOUT LOCAL ARTS AND CULTURAL ACTIVITIES

								LOCATION			
	TOTAL	SEX		AGE				Toronto	100,000 - 5,000 -		Under
		Male	Female	18-29	30-49	50-64	65+		499,999	99,999	5,000
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Excellent	11.8	9.5	14.2	6.3	11.8	16.0	20.9	13.2	13.4	11.2	8.7
Good	38.4	39.7	37.1	37.7	40.2	38.3	32.5	37.2	42.3	40.8	27.8
Fair	29.4	29.9	28.9	33.5	28.3	24.8	30.6	27.1	26.7	29.4	37.6
Poor	17.0	17.7	16.4	21.2	16.5	15.8	9.3	19.4	14.7	14.5	23.3
Not Sure/Not Stated	3.4	3.2	3.5	1.4	3.2	5.1	6.7	3.2	2.9	4.2	2.5



TABLE 4.6 (Continued)

	INCOME				USAGE			ATTENDED AS A CHILD		
	Under \$15,000	\$15,000 - \$29,999	\$30,000 - \$39,999	\$40,000+	Never Attend	Light Attend	Heavy Attend	Often Attend	Infrequently Attend	Never Attend
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Excellent	12.1	8.0	10.5	19.3	10.1	9.9	17.5	12.6	11.9	10.8
Good	31.1	40.7	47.6	38.3	28.0	43.9	45.2	35.9	40.4	34.4
Fair	31.5	32.7	24.2	26.5	34.6	30.3	20.1	28.3	30.1	28.3
Poor	20.7	16.1	17.0	12.9	21.8	13.6	15.1	20.0	15.0	20.1
Not Sure/Not Stated	4.7	2.6	0.8	3.0	5.4	2.2	2.0	3.0	2.5	6.5

## GENERAL ATTITUDES TOWARD ATTENDANCE AT ARTISTIC AND CULTURAL ACTIVITIES

	LOCATION										
	TOTAL	SEX		AGE				Toronto	100,000 -	5,000 -	Under
		Male	Female	18-29	30-49	50-64	65+		499,999	99,999	5,000
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
MOST PEOPLE ENJOY ATTENDING ARTS EVENTS:											
Agree	57.7	55.4	60.1	64.6	56.7	53.2	51.5	58.8	66.2	50.9	59.0
Disagree	40.0	42.4	37.5	33.0	41.3	46.2	42.5	38.7	33.1	45.9	39.1
Not Stated	2.3	2.2	2.3	2.3	2.0	0.7	6.0	2.6	0.7	3.3	2.0
IT IS MORE MEANINGFUL TO WATCH ARTS LIVE THAN ON TELEVISION:											
Agree	90.4	89.5	91.1	92.5	93.2	85.4	84.0	89.7	89.0	92.0	89.3
Disagree	8.3	8.2	8.3	6.7	5.9	13.0	11.5	8.4	9.7	6.6	9.9
Not Stated	1.4	2.2	0.5	0.8	0.8	1.6	4.5	1.9	1.4	1.3	0.8

TABLE 4.7 (Continued)

	INCOME				USAGE			ATTENDED AS A CHILD		
	Under \$15,000	\$15,000 - \$29,999	\$30,000 - \$39,999	\$40,000+	Never Attend	Light Attend	Heavy Attend	Often Attend	Infrequently Attend	Never Attend
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
MOST PEOPLE ENJOY ATTENDING ARTS EVENTS:										
Agree	60.3	59.4	60.9	51.5	56.0	56.2	62.9	63.4	56.5	55.9
Disagree	36.4	38.8	38.2	46.9	40.0	42.7	35.6	33.6	41.5	41.9
Not Stated	3.4	1.7	0.8	1.6	4.1	1.1	1.5	3.0	2.1	2.2
IT IS MORE MEANINGFUL TO WATCH ARTS LIVE THAN ON TELEVISION:										
Agree	86.3	91.5	93.8	91.4	86.2	90.8	96.1	89.3	90.7	90.1
Disagree	10.8	7.4	5.4	8.0	11.3	8.1	3.9	10.1	7.6	8.9
Not Stated	3.0	1.0	0.8	0.7	2.5	1.2	0.0	0.7	1.7	1.1

TABLE 4.8

COMPARATIVE DATA ON GENERAL ATTITUDES  
TOWARD ARTISTIC AND CULTURAL ACTIVITIES

	ONTARIO 1983	ONTARIO 1974	UNITED STATES 1980
	(%)	(%)	(%)
(Base)	(1000)	(1004)	(1501)
MOST PEOPLE ENJOY ATTENDING ARTS EVENTS:			
Agree	58	na	72
Disagree	40	na	24
Not Sure/Not Stated	2	na	4
IT IS MORE MEANINGFUL TO WATCH ARTS LIVE THAN ON TELEVISION:			
Agree	90	70	89
Disagree	8	22	9
Not Sure/Not Stated	1	8	2

## CHAPTER II

### EARLY EXPOSURE TO THE ARTS

A key finding of the 1974 Ontario survey was the importance of attendance at artistic and cultural activities in childhood. In that survey, it was observed that respondents who had attended performing arts presentations by age 13 formed a disproportionate sample of the current audience. In this survey, we examined the perceived frequency of attendance at plays/musicals, classical music concerts, ballet/modern dance performances and opera/operettas as the respondent was growing up. The age of first attendance at each of these events was also recorded.

In Table 5.1 we see that 44 percent of the sample reported that they had "often" or "sometimes" attended theatre performances when they were growing up. Among those who attended often as children, there was a significantly larger proportion of females and frequent current attenders of the arts. A particularly encouraging finding was that the proportion of those reporting that they had "never" attended such performances while they were growing up increased with age. This augers well for future audiences.

These figures correspond very closely to the 1974 Ontario survey, in which 15 percent of the respondents reported that they had attended live plays or musicals "often" and 28 percent reported that they had attended "sometimes". However in 1974, 33 percent reported that they had never attended, while only 25 percent acknowledged this in the current survey (Table 5.2).

A surprising 16 percent had attended a live theatre presentation by the age of eight and another 32 percent had attended by the age of 13 (Table 5.3).

Looking at early attendance at concerts of symphony or other classical music, we find that 31 percent of the respondents had attended "often" or "sometimes", as compared to only 25 percent in 1974. A total of 46 percent reported that they had "never" attended in 1983, in contrast to 57 percent in 1974. A significantly lower proportion of those in the 18 to 29 age segment reported that they had never attended a classical music concert as a child. Approximately one-quarter of this sample had been to a classical music concert by the age of 13. Once again the influence upon current attendance patterns was observed, as 70 percent of the frequent attenders reported that they had gone to such concerts as children, as compared with 58 percent of the infrequent attenders and only 37 percent of the non-attenders.

Ballet and modern dance performances were less well attended in childhood, with 19 percent of the population reporting that they had attended "often" or "sometimes". This was slightly higher than the 1974 figure of 17 percent. A decided sex difference was observed here with only 55 percent of female respondents stating that they had never attended dance performances as a child, compared to 65 percent of male respondents. As with the previous two art forms, early attendance was correlated with current attendance patterns and with age. A total of 19 percent of Ontario residents had attended dance performances by the age of 13.

Attendance at opera and operettas was lower than at the other performing arts surveyed. Only 9 percent of the public reported having attended such

performances "often" or "sometimes" as a child, a slight but non-significant decline from the 11 percent in 1974. Some 76 percent reported that they had "never" attended opera or operettas as a child, as compared to 78 percent in the 1974 survey. A key observation here was that age trends were reversed: those 50 years and over were significantly more likely to say that they had attended operas or operettas as children, than were younger respondents. Further, those who attended opera were considerably less likely to be in the frequent attenders group than were those who had attended the other art forms as children. This raises the question: "Does the opera have a distinct audience?".

Early exposure to the performing arts continues appears to be a significant determinant of participation in artistic and cultural activities as an adult.



TABLE 5.1

## FREQUENCY OF ATTENDANCE AT PERFORMING ARTS PRESENTATIONS AS A CHILD

								USAGE		
	TOTAL	SEX		AGE				Never Attend	Light Attend	Heavy Attend
		Male	Female	18-29	30-49	50-64	65+			
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
PLAYS OR MUSICALS:										
Often	14.1	11.5	16.7	13.4	13.6	15.6	15.7	9.2	12.4	24.2
Sometimes	30.2	31.2	29.2	33.6	27.8	27.1	33.2	25.3	34.5	30.8
Hardly ever	30.3	31.9	28.7	35.5	32.0	28.1	13.4	27.9	33.1	29.6
Never	25.1	25.2	25.0	17.2	26.0	29.2	37.7	37.3	19.6	15.5
Not Stated	0.3	0.2	0.3	0.3	0.5	0.0	0.0	0.2	0.5	0.0
CLASSICAL MUSIC CONCERTS:										
Often	9.5	8.0	11.0	8.9	9.8	9.7	9.0	5.2	8.7	17.4
Sometimes	21.0	22.2	19.9	23.9	19.1	19.5	22.0	14.3	22.9	25.3
Hardly ever	22.7	23.9	21.5	28.1	22.4	21.1	12.7	17.5	26.7	24.4
Never	46.4	45.9	47.1	38.8	48.3	49.6	55.2	62.5	41.5	29.6
Not Stated	0.4	0.2	0.5	0.3	0.4	0.0	1.1	0.6	0.2	0.3
BALLET OR MODERN DANCE:										
Often	4.8	2.5	7.2	4.5	4.2	6.5	5.6	2.5	4.1	9.6
Sometimes	14.3	10.5	18.2	16.9	13.1	13.7	12.3	10.6	14.7	19.4
Hardly ever	19.5	20.4	18.5	25.8	19.3	14.1	11.6	14.4	22.1	23.0
Never	59.9	65.1	54.8	52.2	62.4	63.6	66.4	71.7	56.6	47.2
Not Stated	1.4	1.5	1.3	0.5	1.0	2.1	4.1	0.8	2.5	0.7
OPERA OR OPERETTAS:										
Often	2.4	1.5	3.3	0.3	2.0	4.6	6.3	1.2	1.9	5.0
Sometimes	6.8	6.5	7.2	3.0	6.9	11.1	10.4	5.0	6.4	10.3
Hardly ever	13.2	13.7	12.7	12.2	13.9	14.6	11.2	8.4	14.3	15.7
Never	76.2	76.8	75.6	83.3	76.4	68.9	67.9	84.5	75.8	64.3
Not Stated	1.3	1.5	1.2	1.2	0.9	0.7	4.1	0.9	1.5	1.7

TABLE 5.2

COMPARATIVE DATA ON FREQUENCY OF ATTENDANCE  
AT ARTS PRESENTATIONS AS A CHILD

	ONTARIO 1983	ONTARIO 1974
	(%)	(%)
(Base)	(1000)	(1004)
PLAYS/MUSICALS:		
Often	14	15
Sometimes	30	28
Hardly ever	30	22
Never	25	33
Not Stated	0	2
CLASSICAL MUSIC CONCERTS:		
Often	10	9
Sometimes	21	16
Hardly ever	23	17
Never	46	57
Not Stated	0	1
BALLET/MODERN DANCE:		
Often	5	5
Sometimes	14	12
Hardly ever	20	13
Never	60	69
Not Stated	1	1
OPERA/OPERETTAS:		
Often	2	4
Sometimes	7	7
Hardly ever	13	9
Never	76	78
Not Stated	1	2

TABLE 5.3

AGE OF FIRST ATTENDANCE AT SELECTED ARTS EVENTS  
(Base: All those who have attended)

	SEX			AGE				USAGE		
	TOTAL	Male	Female	18-29	30-49	50-64	65+	Never Attend	Light Attend	Heavy Attend
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
PLAYS/MUSICALS:										
Under 8 years	15.5	16.7	14.4	18.3	14.1	16.9	10.4	8.9	17.6	22.3
8 to 10 years	15.0	14.5	15.5	21.9	12.7	11.4	10.1	13.9	14.3	17.9
11 to 13 years	16.8	16.5	17.2	23.4	15.8	10.9	11.9	15.4	17.0	18.7
14 to 16 years	15.7	14.7	16.7	13.3	18.9	16.7	10.1	12.4	18.7	16.0
17 to 19 years	8.8	8.7	8.8	6.3	10.2	7.4	13.0	9.4	9.1	7.4
20 years or over	11.7	12.7	10.7	4.2	12.9	17.4	17.9	12.0	12.4	10.1
CLASSICAL MUSIC CONCERTS:										
Under 8 years	6.5	5.5	7.5	8.9	6.8	4.2	1.1	2.7	6.6	12.2
8 to 10 years	9.9	10.7	9.0	14.6	9.7	3.9	7.5	7.3	10.0	13.6
11 to 13 years	10.6	11.2	10.0	14.1	10.6	7.4	6.0	8.7	9.9	14.8
14 to 16 years	14.9	14.2	15.5	16.5	13.7	15.8	13.8	9.7	18.0	17.7
17 to 19 years	8.5	7.7	9.2	9.0	7.4	12.1	5.2	4.4	9.2	13.4
20 years or over	14.2	15.5	12.9	4.5	15.8	20.9	23.1	12.4	17.1	12.2
BALLET OR MODERN DANCE:										
Under 8 years	5.0	2.5	7.5	7.2	5.0	3.5	0.7	1.4	5.3	10.1
8 to 10 years	6.5	5.2	7.7	7.7	6.6	5.6	3.7	5.9	5.6	8.8
11 to 13 years	7.5	5.7	9.3	12.3	7.0	4.2	2.2	6.9	7.9	7.9
14 to 16 years	9.0	8.2	9.7	12.4	7.4	9.7	4.1	4.7	10.7	12.5
17 to 19 years	7.2	7.7	6.7	9.2	6.7	5.8	6.3	4.5	8.7	8.9
20 years or over	16.1	16.5	15.7	10.1	17.2	19.5	22.4	11.8	16.5	21.8
OPERAS/OPERETTAS:										
Under 8 years	1.4	1.0	1.8	1.0	2.2	1.4	0.0	0.3	1.5	2.9
8 to 10 years	4.0	3.7	4.3	5.1	3.9	2.3	4.8	3.4	3.3	6.2
11 to 13 years	4.4	5.0	3.8	5.5	5.0	2.8	2.2	2.5	4.2	7.7
14 to 16 years	5.8	4.5	7.2	3.3	6.6	8.8	5.6	3.4	5.6	10.0
17 to 19 years	4.4	4.0	4.8	2.0	5.0	4.9	7.5	2.8	4.8	6.2
20 years or over	12.1	12.5	11.7	4.5	10.1	25.7	17.1	7.9	11.8	18.9

### CHAPTER III

#### RELATIVE IMPORTANCE OF THE ARTS

In order to gauge the public's perceived importance of artistic and cultural activities relative to other programs and services in the Province, respondents were asked to express how important improving each of these services is to them. As we see in Table 6.1, they rated the importance of:

- more and better artistic and cultural activities
- improved medical facilities and health services
- better schools
- more parks and recreational facilities
- better roads and highways

Approximately two-thirds (68%) of these respondents indicated that having more and better arts and cultural facilities was either "very important" or "somewhat important" to them. This was a substantial proportion of the population, but it was lower than those rating the alternative services and programs as being important. The highest priority was medical and health services (86%), followed by better schools (84%), roads and highways (78%) and parks and recreational facilities (74%).

Similar findings, speaking directionally, were observed in previous United States surveys (Table 6.2). However, the absolute proportions of United States respondents rating each of these services as being important was

markedly higher. This raises some interesting questions: "Is there a Canadian-United States cultural difference in connotation and use of the word 'important'?"; "Are Ontario's services and programs currently superior to those in the United States, such that we are more satisfied?"; "Do United States residents set higher standards for these services than residents in Ontario?".

Comparisons aside, significantly fewer Ontarians were concerned about improving artistic and cultural facilities than were concerned about improving the other services which were surveyed. Some significant differences in ascribing importance were observed: more females than males indicated that better arts and cultural facilities were important, rating of importance declined with increasing age, frequent attenders and those with early exposure to the performing arts gave higher importance ratings.

The phrase "more and better" may have been key in these items, so respondents were also asked to state how important they thought it was to the quality of life in the community to have museums, theatres and concert halls available. Fully 90 percent responded "very important" or "somewhat important" (Table 6.3). This included significantly more females and frequent attenders. Significantly fewer seniors accorded importance to the statement.

The public was also asked to indicate the importance of museums, theatres and concert halls to the business and economy of the community. A solid majority (82%) also rated these as being important. Once again, this included a significantly higher proportion of females and attenders and significantly fewer seniors.

There was almost universal agreement (91%) that things like museums and theatres and concerts make a community a better place to live in (Table 6.4) and that museums are an important resource for the whole community (92%).

Despite the fact that these attitudes toward the beneficial impact of artistic and cultural activities on the entire community were expressed by a very large majority, Table 6.5 shows that American support in 1980 was even higher. With the exception of the statement about the quality of life in the community, significantly more Americans than Ontarians agreed with these statements.

These general statements about public attitudes toward the arts were supported much more widely than the personal: "If there were no arts available in your community, how much would you miss them?". Only 27 percent responded "very much" and these comprised significantly more females, urban residents, affluent respondents, attenders (the strongest voice) and those who had early exposure to the arts. A further 36 percent said that they would miss the arts "only somewhat". A total of 36 percent indicated that they would miss them "hardly at all" or "not at all". This latter group were significantly more likely to live in rural communities, be seniors, in the lowest income bracket, current non-attenders and those with no early exposure to the arts.

In summary, a solid majority of Ontario residents agreed that artistic and cultural activities are important to the quality of life in Ontario. A minority indicated that they would miss these activities "very much" if they were not available.

PERCEIVED IMPORTANCE OF HAVING MORE ARTISTIC AND CULTURAL ACTIVITIES

	CITY OF TORONTO										
	TOTAL	SEX		AGE				Toronto	LOCATION		
		Male	Female	18-29	30-49	50-64	65+		100,000 - 499,999	5,000 - 99,999	Under 5,000
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
MORE ARTISTIC AND CULTURAL ACTIVITIES:											
Important	68.1	65.1	71.3	73.2	69.5	64.5	56.8	69.7	68.5	68.3	64.9
Not Important	30.7	34.2	27.2	26.7	29.8	34.0	38.1	29.4	31.1	30.5	32.5
Not Stated	1.1	0.7	1.5	0.0	0.7	1.4	5.2	0.9	0.3	1.3	2.5



TABLE 6.1 (Continued)

	INCOME				USAGE			ATTENDED AS A CHILD		
	Under \$15,000	\$15,000 - \$29,999	\$30,000 - \$39,999	\$40,000+	Never Attend	Light Attend	Heavy Attend	Often Attend	Infrequently Attend	Never Attend
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
MORE ARTISTIC AND CULTURAL ACTIVITIES:										
Important	70.4	68.0	66.3	71.4	57.1	71.3	80.1	72.1	70.8	55.8
Not Important	27.7	31.4	32.9	28.1	41.1	27.5	20.0	25.9	29.0	40.8
Not Stated	1.9	0.6	0.8	0.5	1.8	1.2	3.3	2.0	0.1	3.5

TABLE 6.1a

## PERCEIVED IMPORTANCE OF OTHER PROGRAMS AND SERVICES

"HOW IMPORTANT DO YOU FEEL IT IS TO HAVE..."

=====	
	TOTAL
	-----
	(%)
IMPROVED MEDICAL FACILITIES/HEALTH SERVICES:	
Important	86.4
Not important	12.7
Not Stated	1.0
BETTER SCHOOLS:	
Important	84.3
Not important	12.2
Not Stated	3.5
MORE PARKS AND RECREATIONAL FACILITIES:	
Important	74.3
Not important	24.8
Not Stated	0.9
BETTER ROADS AND HIGHWAYS:	
Important	77.7
Not important	21.7
Not Stated	0.7
=====	

TABLE 6.2

COMPARATIVE DATA ON PERCEIVED IMPORTANCE OF ARTS AND  
CULTURAL ACTIVITIES AND OTHER PROGRAMS AND SERVICES

"HOW IMPORTANT DO YOU FEEL IT IS TO HAVE..."

	ONTARIO 1983	UNITED STATES 1980	UNITED STATES 1975
	(%)	(%)	(%)
(Base)	(1000)	(1501)	(3005)
MORE ARTS AND CULTURAL FACILITIES:			
Important	68	81	77
Not important	31	18	22
Not Stated	1	1	1
IMPROVED MEDICAL FACILITIES/ HEALTH SERVICES:			
Important	86	90	91
Not important	13	9	8
Not Stated	1	1	1
BETTER SCHOOLS:			
Important	84	91	89
Not important	12	8	10
Not Stated	4	1	1
MORE PARKS AND RECREATIONAL FACILITIES:			
Important	74	82	84
Not important	25	18	15
Not Stated	1	-	1
BETTER ROADS AND HIGHWAYS*:			
Important	78	90	90
Not important	22	9	9
Not Stated	1	1	1

\*In the United States questionnaire, this item read "Good roads and highways".

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Not Sure/Not Stated	2.8	2.7	2.8	1.5	1.4	5.3	7.0	1.5	2.9	3.1	3.9
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TABLE 6.3 (Continued)

	INCOME				USAGE			ATTENDED AS A CHILD		
	Under \$15,000	\$15,000 - \$29,999	\$30,000 - \$39,999	\$40,000+	Never Attend	Light Attend	Heavy Attend	Often Attend	Infrequently Attend	Never Attend
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
IMPORTANCE TO QUALITY OF LIFE IN COMMUNITY:										
Important	88.2	91.3	90.4	89.8	83.4	92.0	96.3	93.0	91.7	80.6
Not important	11.2	8.7	8.4	10.2	15.1	8.0	3.4	6.5	7.8	17.9
Not Sure	0.6	0.0	1.0	0.0	1.6	0.0	0.3	0.4	0.5	1.5
IMPORTANCE TO BUSINESS AND ECONOMY OF COMMUNITY:										
Important	82.5	85.0	84.1	80.9	78.0	82.9	87.6	85.9	81.5	80.9
Not important	14.2	13.1	15.2	15.9	18.3	16.1	8.3	11.3	16.0	15.1
Not Sure/Not Stated	3.3	1.9	0.8	3.2	3.7	1.1	4.2	2.8	2.4	3.9

TABLE 6.4

## GENERAL ATTITUDES TOWARD ARTISTIC AND CULTURAL ACTIVITIES

	TOTAL	SEX		AGE				LOCATION			
		Male	Female	18-29	30-49	50-64	65+	Toronto	100,000 - 499,999	5,000 - 99,999	Under 5,000
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
THINGS LIKE MUSEUMS AND THEATRE AND CONCERTS MAKE A COMMUNITY A BETTER PLACE TO LIVE IN:											
Agree	91.2	89.2	93.1	90.6	92.3	93.2	86.6	90.8	91.3	91.5	91.0
Disagree	7.4	8.4	6.3	7.9	7.2	4.6	10.5	7.9	8.3	6.6	7.3
Not Stated	1.4	2.2	0.5	1.5	0.5	2.1	3.0	1.4	0.3	2.0	1.7
MUSEUMS ARE AN IMPORTANT RESOURCE FOR THE WHOLE COMMUNITY:											
Agree	91.6	90.0	93.2	91.9	90.8	94.2	89.5	91.1	89.4	93.6	91.3
Disagree	7.6	9.4	5.8	8.3	8.3	5.8	8.6	8.9	9.4	5.7	7.6
Not Stated	0.8	0.5	1.0	0.5	0.9	0.0	1.9	0.0	1.2	0.8	1.1
WOULD MISS ARTS IF UNAVAILABLE IN COMMUNITY:											
Very much	27.1	21.9	32.2	27.7	27.8	27.9	22.4	31.5	32.8	24.6	16.3
Only somewhat	36.2	37.2	35.2	40.2	38.8	33.2	21.6	32.9	34.0	40.1	35.7
Hardly at all	17.7	19.0	16.5	16.0	16.6	21.3	19.8	17.1	18.1	17.1	18.7
Not at all	18.2	20.9	15.4	16.1	15.5	17.2	34.3	18.0	14.0	17.3	27.2
Not Sure/Not Stated	0.9	0.9	0.7	0.0	1.3	0.5	1.8	0.5	1.0	0.8	1.2

TABLE 6.4 (Continued)

	INCOME				USAGE			ATTENDED AS A CHILD		
	Under \$15,000	\$15,000 - \$29,999	\$30,000 - \$39,999	\$40,000+	Never Attend	1 to 5 Attend	6+ Attend	Often Attend	Infrequently Attend	Never Attend
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
THINGS LIKE MUSEUMS AND THEATRE AND CONCERTS MAKE A COMMUNITY A BETTER PLACE TO LIVE IN:										
Agree	88.6	92.3	92.3	95.2	86.2	93.0	96.0	92.4	91.8	88.1
Disagree	9.3	6.4	7.0	4.3	11.7	6.0	3.1	5.9	6.5	11.8
Not Stated	2.1	1.3	0.8	0.5	2.1	1.0	0.9	1.7	1.7	0.0
MUSEUMS ARE AN IMPORTANT RESOURCE FOR THE WHOLE COMMUNITY:										
Agree	87.7	92.8	92.5	92.0	89.8	91.4	94.5	93.7	91.2	91.0
Disagree	11.4	6.4	7.5	7.2	8.9	7.8	5.5	5.2	8.3	8.0
Not Stated	0.8	0.9	0.0	0.7	1.2	0.8	0.0	1.1	0.5	1.1
WOULD MISS ARTS IF UNAVAILABLE IN COMMUNITY:										
Very much	23.5	24.7	27.3	37.9	11.5	23.4	56.7	44.2	25.6	14.9
Only somewhat	30.4	42.5	39.6	34.9	34.6	41.6	30.1	28.1	41.9	26.1
Hardly at all	20.5	17.8	18.8	11.3	20.8	21.2	7.6	11.8	18.7	20.7
Not at all	24.1	14.0	14.4	15.2	32.0	13.6	4.3	15.0	13.4	36.1
Not Sure/Not Stated	1.4	1.0	0.0	0.7	1.2	0.2	1.3	0.8	0.4	2.1



TABLE 6.5

COMPARATIVE DATA ON GENERAL ATTITUDES TOWARD ARTISTIC  
AND CULTURAL ACTIVITIES IN THE COMMUNITY

	ONTARIO 1983	UNITED STATES 1980
	(%)	(%)
(Base)	(1000)	(1501)
Things like museums and theatres and concerts make a community a better place to live in	91	95
Museums are an important resource for the whole community	92	95
Artistic and cultural activities are important to the quality of life in the community	90	92
Artistic and cultural activities are important to the business and economy of the community	82	86

## CHAPTER IV

### FINANCING THE ARTS

To establish a context for assessing public attitudes toward expenditures on the arts, respondents were asked to express their opinion about current levels of spending by the Ontario Government. Specifically, they were asked whether they felt the Provincial Government should be cutting expenditures and reducing services or maintaining the current level of services. Table 7.1 shows that 72 percent of Ontario residents feel that the current level of services should be maintained, with only 22 percent advocating reduction of services. Male respondents were significantly more likely than females to suggest reduction, as were residents of Toronto and rural communities in comparison to those in cities of 100,000 to 500,000.

Given the scenario that a 5 percent reduction of programs and services was necessary, respondents were asked whether they favoured a reduction across all programs and services or selected cuts. In this case, the majority (67%) preferred reducing selected programs. Given that cuts were deemed necessary, the disposition of such cuts in budgets for several programs and services including arts and cultural activities was examined. As we see in Table 7.2, the arts fared very poorly in this situation. A total of 45 percent of the respondents suggested that expenditures and services on arts and cultural activities should be cut either "a great deal" or "a moderate amount". This contrasted with 6 percent advocating "great" or "moderate" cuts in medical and health services, 12 percent endorsing cuts in education, 26 percent suggesting

reductions for roads and highways and 37 percent agreeing with cuts in expenditures on parks and recreational facilities (Table 7.2a).

Looking at those who endorsed "moderate to great" cuts in the arts, it was observed that it comprised significantly more female than male respondents, more residents of small cities from 5,000 to 100,000 than those 100,000 and over, respondents aged 30 or over and those who did not attend arts performances as a child. Surprisingly, infrequent attenders were significantly more likely to advocate cuts and expenditures to the arts than those who attend frequently. Understandably, frequent attenders and those who often attended arts performances as children were considerably more likely to say that arts and cultural expenditures should not be cut at all, a point of view supported by those in the highest income bracket, those with university education and residents of cities from 100,000 to 500,000.

It should be noted, however, that these opinions were gathered very early in the interview and based upon each respondent's own perceptions of current expenditures in arts and cultural activities. To gain an understanding of just how dependent upon government financing the Ontario public feels the arts are, they were asked to indicate whether selected artistic and cultural activities are generally self-supporting, financed by private contributions, supported by the Government or some combination of the above. As Table 7.3 indicates, the majority (61%) believed that book and magazine publishers are self-supporting, approximately 20 percent indicated that theatre groups, opera companies and dance troupes are self-supporting, with 15, 11 and 10 percent, respectively, who believe that symphony orchestras, art galleries and museums are self-supporting.

The majority believed that most of these services receive at least some level of Government support:

- art galleries - 71%
- theatre groups - 51%
- opera companies - 50%
- symphony orchestras - 57%
- museums - 77%
- dance companies - 53%
- book and magazine publishers - 20%

Looking at recent United States data (Table 7.4), we see that perceptions of some measure of government financing was much more prevalent among the Ontario respondents. This large disparity appeared to be attributable to the prominent role played by private contributors in financing artistic and cultural endeavours in the United States. There was also a belief in the United States that all these activities with the exception of museums and art galleries were providing more of their own financial support.

With so many respondents indicating that the government does offer financial support in these areas, they were asked which of the three levels of government has primary responsibility for funding: the Federal Government, the Provincial Government or Municipal Governments (Table 7.5). Looking first at public art galleries, 40 percent felt the primary responsibility should lie with the Provincial Government with 28 percent and 24 percent, respectively, suggesting Federal and Municipal Governments. Similarly, 41 percent felt that the Provincial Government should carry the burden for supporting museums, with 32 percent and 20 percent advocating Federal and Municipal Government support.

Approximately equal proportions of respondents (36% and 39%, respectively) felt that financial assistance to theatre groups should come from the Provincial Government or the Municipal Government. Only 16 percent felt that the Federal Government should play a primary role. In the case of opera companies, approximately equal proportions (34% and 32%, respectively) expressed the view that primary responsibility lay with the Provincial or the Federal Governments and only 22 percent advocated Municipal Government support. For 38 percent, primary responsibility for assisting symphony orchestras rested with the Provincial Government with 28 percent and 25 percent, respectively, suggesting Municipal and Federal Governments. A similar situation obtained with regards to dance troupes, with 36 percent attributing primary responsibility to Provincial Government, 29 percent to the Federal Government and 23 percent to the Municipal Government.

Only 13 percent felt that the Municipal Government should be involved in supporting magazine and book publishers, with 28 and 37 percent attributing responsibility to Provincial and Federal Governments, respectively. A large proportion (18%) did not feel sufficiently well informed to respond to the item. A further 4 percent felt that book and magazine publishers should receive no government support.

There were some interesting findings here with regard to community size:

- Larger proportions of respondents residing in communities outside Toronto felt that the lion's share of responsibility for theatre groups should come from the Municipal Government.
- Rural residents believed that the Federal Government should carry the heaviest burden for supporting opera companies.

Public opinion was, therefore, very much divided on the subject of which level of government should have primary responsibility for supporting these various endeavours.

The public was asked to estimate how much of every 100 Provincial tax dollars is devoted to support of the arts. Table 7.6 shows that 18 percent were unsure and that only 20 percent believed that it would be less than one dollar for every 100 dollars. The remaining 61 percent thought that the figure would exceed one in 100 dollars and fully 15 percent believed it would be 10 dollars or more. Half of Ontario's residents, therefore, believe that the Provincial Government allocates more Provincial tax dollars to support the arts than is the case.

To clarify this misconception, respondents were informed that less than one of every 100 Provincial tax dollars actually goes towards support of the arts. They were then asked if they would be willing to pay either \$25, \$15, \$10 or \$5 in increased taxes annually if they knew that the money would be used to support artistic and cultural activities. Fully 53 percent acknowledged that they would pay \$25 more, with 77 percent agreeing to pay at least \$5 more. As we can see in Table 7.7, these figures compare extremely favourably with the United States data in both 1980 and 1975. A significantly higher proportion of Ontario residents indicated willingness to pay at least \$5 more annually in tax dollars to support the arts. Those willing to pay more were significantly more likely to be younger, to earn between \$15,000 and \$30,000 annually, to have attended arts performances in the past year and to have experienced arts performances as a child.



IF NECESSARY, DEGREES OF BUDGET CUTS DESIRABLE  
IN ARTISTIC AND CULTURAL ACTIVITIES  
(Base: All respondents who felt that cuts should be made  
on a selective basis rather than across the board)

	TOTAL	SEX		AGE				LOCATION			
		Male	Female	18-29	30-49	50-64	65+	Toronto	100,000 - 499,999	5,000 - 99,999	Under 5,000
		(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
ARTS AND CULTURAL ACTIVITIES:											
Great deal	12.7	14.8	10.7	8.0	14.8	14.4	14.7	14.9	7.8	14.5	13.1
Moderate amount	32.4	27.4	37.2	27.2	36.8	30.0	34.6	30.9	32.3	34.9	29.1
A little	29.9	30.8	29.0	37.4	23.1	34.7	27.6	33.7	29.1	24.8	36.9
Not at all	24.0	26.2	21.9	27.0	24.2	20.9	18.6	20.5	28.8	24.8	20.1
Not Stated	1.0	0.8	1.2	0.4	1.0	0.0	4.5	0.0	2.0	1.0	0.8



TABLE 7.2 (Continued)

	INCOME				USAGE			ATTENDED AS A CHILD		
	Under \$15,000	\$15,000 - \$29,999	\$30,000 - \$39,999	\$40,000+	Never Attend	Light Attend	Heavy Attend	Often Attend	Infrequently Attend	Never Attend
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
ARTS AND CULTURAL ACTIVITIES:										
Great deal	15.3	12.1	10.0	11.1	16.6	13.9	5.1	8.8	12.7	17.0
Moderate amount	29.9	35.1	34.1	33.9	34.6	33.9	26.9	29.2	30.6	41.3
A little	30.9	32.0	31.2	22.1	31.2	32.5	23.5	28.5	31.6	25.7
Not at all	23.2	20.4	24.7	31.4	16.2	18.5	44.5	31.0	24.8	14.0
Not Stated	0.6	0.4	0.0	1.5	1.4	1.2	0.0	2.5	0.2	2.0

TABLE 7.2a

IF NECESSARY, DEGREES OF BUDGET CUTS DESIRABLE  
 IN SELECTED PROGRAMS AND SERVICES  
 (Base: All respondents who felt that cuts should be made  
 on a selective basis rather than across the board)

	TOTAL
	-----
MEDICAL/HEALTH SERVICES:	
Great deal	1.1
Moderate amount	4.6
A little	7.8
Not at all	86.2
Not Stated	0.4
EDUCATION:	
Great deal	1.1
Moderate amount	11.0
A little	12.5
Not at all	74.4
Not Stated	1.1
PARKS AND RECREATION:	
Great deal	5.5
Moderate amount	31.5
A little	33.1
Not at all	28.6
Not Stated	1.4
ROADS AND HIGHWAYS:	
Great deal	3.7
Moderate amount	22.4
A little	25.6
Not at all	47.4
Not Stated	1.0
	=====

TABLE 7.3

## PERCEPTIONS OF HOW SELECTED ART FORMS ARE CURRENTLY FINANCED

	LOCATION										
	TOTAL	SEX		AGE							
		Male	Female	18-29	30-49	50-64	65+	Toronto	100,000 -	5,000 -	Under
									499,999	99,999	
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
THEATRE GROUPS:											
Self-supporting	22.2	20.4	24.0	26.8	19.2	20.2	23.9	21.9	21.2	26.0	15.0
Private contributions	19.3	19.2	19.4	17.9	21.7	18.3	16.1	22.2	20.0	16.0	21.4
Government support	10.3	10.2	10.4	6.1	12.5	12.3	10.8	8.0	8.6	12.2	12.1
All	41.1	43.4	38.9	44.0	41.2	42.9	29.8	43.7	44.3	36.9	42.1
Not Stated	7.0	6.7	7.3	5.2	5.4	6.3	19.4	4.1	5.9	9.0	9.0
ART GALLERIES:											
Self-supporting	10.7	9.0	12.4	10.4	10.9	10.0	12.0	12.9	6.8	11.4	11.8
Private contributions	11.3	11.5	11.2	8.5	13.2	10.4	14.2	11.6	11.7	8.6	16.8
Government support	21.3	20.2	22.4	25.7	17.6	22.0	20.2	22.3	20.0	24.3	14.6
All	49.7	53.4	46.1	50.3	52.3	48.7	40.7	50.7	54.3	44.6	53.1
Not Stated	7.0	6.0	8.0	5.2	5.9	8.8	13.1	2.6	7.3	11.2	3.6
OPERA COMPANIES:											
Self-supporting	18.8	19.0	18.7	24.9	17.0	16.2	13.1	18.3	14.7	24.2	13.2
Private contributions	18.4	17.2	19.5	21.0	17.9	17.4	14.9	22.9	22.0	14.6	14.0
Government support	10.0	10.7	9.2	6.8	9.8	13.7	13.4	7.5	10.5	9.5	14.0
All	39.8	42.4	37.2	36.2	44.6	39.2	32.1	47.1	41.3	32.9	42.4
Not Stated	13.0	10.7	15.4	11.1	10.7	13.5	26.5	4.1	11.5	18.8	16.3
SYMPHONY ORCHESTRAS:											
Self-supporting	14.5	14.5	14.5	13.4	12.6	13.5	12.7	10.8	11.2	17.9	17.7
Private contributions	18.0	17.7	18.4	18.2	17.6	19.5	16.8	24.1	18.3	14.6	16.0
Government support	11.7	13.7	9.7	9.1	12.3	13.7	13.8	8.4	11.5	14.4	10.9
All	45.6	46.9	44.4	46.6	48.6	41.1	38.4	52.2	51.4	38.3	43.3
Not Stated	10.1	7.2	13.0	7.7	8.9	12.3	18.3	4.5	7.6	14.8	12.1
MUSEUMS:											
Self-supporting	9.5	10.2	8.7	8.5	8.2	10.0	16.0	9.1	6.4	12.6	7.3
Private contributions	8.2	7.2	9.2	8.1	9.9	3.9	9.7	12.0	7.6	5.9	8.7
Government support	27.3	29.7	24.9	24.9	26.6	33.4	27.6	24.0	24.5	29.0	33.1
All	49.6	48.9	50.3	54.4	50.9	47.1	34.7	52.6	56.2	44.8	45.2
Not Stated	5.5	4.0	7.0	4.2	4.4	5.6	12.0	2.4	5.2	7.7	5.6
BALLET AND MODERN DANCE TROUPES:											
Self-supporting	18.5	18.2	18.7	20.4	16.9	19.0	18.7	17.0	15.2	20.2	21.9
Private contributions	14.3	13.5	15.2	16.8	14.5	13.5	9.0	17.3	12.4	13.6	14.6
Government support	10.5	10.2	10.7	9.0	10.4	11.6	12.3	6.5	13.9	10.2	11.8
All	42.8	44.4	41.2	44.4	45.4	40.6	32.5	50.2	48.7	35.3	39.3
Not Stated	14.0	13.7	14.2	9.4	12.8	15.3	27.6	9.1	9.8	20.7	12.3
BOOK AND MAGAZINE PUBLISHERS:											
Self-supporting	61.1	60.8	61.4	61.2	63.3	59.9	55.6	61.0	64.6	60.2	57.9
Private contributions	9.4	10.2	8.5	9.4	12.5	7.2	1.9	9.9	8.3	9.9	9.0
Government support	8.0	8.2	7.7	6.0	6.5	10.7	12.7	10.8	6.4	5.8	11.2
All	12.3	13.2	11.4	16.4	10.9	10.4	9.3	13.5	14.4	10.1	12.1
Not Stated	9.3	7.5	11.0	7.0	6.8	11.8	20.5	4.8	6.3	14.0	9.8

TABLE 7.3 (Continued)

	INCOME				USAGE			ATTENDED AS A CHILD		
	Under \$15,000	\$15,000 - \$29,999	\$30,000 - \$39,999	\$40,000+	Never Attend	Light Attend	Heavy Attend	Often Attend	Infrequently Attend	Never Attend
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
THEATRE GROUPS:										
Self-supporting	24.9	22.7	25.4	13.8	23.2	22.2	20.8	25.9	21.1	22.5
Private contributions	19.0	23.4	21.1	15.2	20.7	19.5	16.8	24.8	18.0	17.9
Government support	9.7	9.0	10.8	9.5	13.8	8.6	7.6	9.6	9.6	13.2
All	32.2	41.2	41.1	55.6	33.6	42.2	51.0	33.8	45.5	34.3
Not Stated	14.2	3.7	1.5	5.9	8.7	7.5	3.8	5.9	5.8	12.1
ART GALLERIES:										
Self-supporting	12.7	11.8	11.1	5.0	13.3	11.8	4.8	7.4	11.0	13.0
Private contributions	14.0	9.1	12.1	11.6	13.7	10.9	8.4	11.1	10.2	15.3
Government support	22.0	22.4	22.6	17.2	24.0	20.9	17.7	21.6	20.3	23.8
All	41.4	49.8	50.4	63.3	39.1	50.9	64.1	54.2	52.2	37.6
Not Stated	9.9	6.8	3.9	2.9	9.9	5.5	5.0	5.7	6.4	10.4
OPERA COMPANIES:										
Self-supporting	15.4	25.7	20.8	11.8	22.7	17.7	14.6	18.7	19.2	17.7
Private contributions	20.1	18.7	20.3	14.7	19.7	18.3	17.9	24.6	17.2	16.0
Government support	11.4	7.7	10.0	12.2	11.1	8.4	10.7	11.3	9.7	9.1
All	31.5	38.6	39.8	56.2	32.3	42.1	47.6	35.7	41.6	38.2
Not Stated	21.6	9.3	9.0	5.0	15.0	13.5	9.3	9.6	12.3	19.0
SYMPHONY ORCHESTRAS:										
Self-supporting	14.6	20.4	15.9	7.3	15.8	16.8	8.9	14.4	14.8	13.8
Private contributions	23.2	19.8	18.0	13.4	22.0	14.6	17.5	20.9	17.4	17.3
Government support	14.8	10.0	11.1	10.4	11.6	12.8	10.1	15.0	10.1	13.6
All	32.1	43.1	49.4	63.3	36.4	45.5	60.0	42.5	49.6	36.1
Not Stated	15.2	6.7	5.7	5.7	14.3	10.3	3.4	7.2	8.2	19.2
MUSEUMS:										
Self-supporting	15.4	7.1	8.5	5.9	11.5	11.3	3.4	6.5	8.5	15.3
Private contributions	7.8	8.7	6.9	9.3	9.0	6.8	9.3	8.7	8.1	8.2
Government support	25.4	28.7	27.8	23.8	29.5	27.3	23.9	30.9	26.2	27.2
All	42.1	51.2	56.3	58.3	40.4	51.1	61.0	50.3	52.6	38.9
Not Stated	9.3	4.3	0.5	2.7	9.6	3.5	2.4	3.5	4.6	10.4
BALLET AND MODERN DANCE TROUPE:										
Self-supporting	21.8	20.7	14.9	12.5	21.2	19.0	13.4	17.0	19.0	18.2
Private contributions	15.9	16.8	13.1	13.6	16.6	13.8	11.9	18.1	12.1	17.9
Government support	10.4	8.4	9.5	9.7	12.7	9.7	8.3	12.9	9.5	11.2
All	35.5	41.9	46.5	57.4	33.7	43.5	55.7	40.1	46.6	33.0
Not Stated	16.5	12.1	15.9	6.8	15.9	14.1	10.8	12.0	12.8	19.7
BOOK AND MAGAZINE PUBLISHERS:										
Self-supporting	51.8	63.8	69.9	63.7	58.6	65.6	57.9	56.7	63.8	57.2
Private contributions	9.9	9.8	10.3	7.9	12.0	7.3	8.6	9.1	9.0	10.4
Government support	10.6	5.6	6.2	11.3	8.2	7.0	9.1	10.9	7.0	8.2
All	12.7	14.1	8.5	12.2	10.7	12.6	14.3	15.7	11.8	10.4
Not Stated	15.0	6.7	5.1	4.8	10.5	7.5	10.1	7.6	8.3	13.8

TABLE 7.4

COMPARATIVE DATA ON PERCEPTIONS OF  
HOW SELECTED ART FORMS ARE FINANCED

	Self- Supporting	Private Contributions	Government Support	All	Not Sure/ Not Stated
	(%)	(%)	(%)	(%)	(%)
THEATRE GROUPS:					
Ontario, 1983	22	19	10	41	7
United States, 1980	34	42	5	10	9
ART GALLERIES:					
Ontario, 1983	11	11	21	50	7
United States, 1980	13	37	24	15	11
OPERA COMPANIES:					
Ontario, 1983	19	18	10	40	13
United States, 1980	31	39	6	10	14
SYMPHONY ORCHESTRAS:					
Ontario, 1983	15	18	12	46	10
United States, 1980	29	41	8	11	11
MUSEUMS:					
Ontario, 1983	10	8	27	50	6
United States, 1980	10	23	44	14	9
BALLET AND MODERN DANCE TROUPES:					
Ontario, 1983	19	14	11	43	14
United States, 1980	34	38	6	11	11

TABLE 7.5

PERCEPTIONS OF WHICH LEVEL OF GOVERNMENT SHOULD HAVE PRIMARY  
RESPONSIBILITY FOR SELECTED ARTISTIC AND CULTURAL ACTIVITIES

	TOTAL	SEX		AGE				LOCATION			
		Male	Female	18-29	30-49	50-64	65+	Toronto	100,000 - 499,999	5,000 - 99,999	Under 5,000
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
THEATRE GROUPS:											
Federal government	15.7	17.5	13.9	14.9	16.1	15.3	17.1	16.4	12.0	15.2	21.6
Provincial government	36.4	36.2	36.6	40.6	33.0	39.2	31.7	42.8	35.0	33.7	34.5
Municipal government	38.6	36.9	40.2	38.9	41.4	36.9	31.0	32.4	45.9	39.2	35.1
Other	2.3	3.3	1.2	0.7	3.2	2.1	4.1	2.9	1.3	2.8	2.0
Not Stated	7.1	6.0	8.2	4.9	6.3	6.5	16.0	5.5	5.8	9.2	6.7
ART GALLERIES:											
Federal government	27.6	30.7	24.5	27.3	28.8	29.7	21.6	28.2	26.6	29.2	27.0
Provincial government	39.7	36.9	42.4	41.5	39.7	38.8	34.4	48.8	34.0	35.7	43.6
Municipal government	24.2	23.4	25.0	26.5	24.4	21.6	22.0	18.2	32.6	25.1	18.3
Other	2.3	3.4	1.2	0.7	2.9	3.5	2.9	2.4	1.8	2.8	2.0
Not Stated	6.2	5.5	6.8	4.0	4.2	6.5	19.0	2.4	4.9	8.3	9.3
OPERA COMPANIES:											
Federal government	32.1	34.7	29.5	31.3	33.8	33.2	27.6	31.7	30.8	31.7	36.0
Provincial government	33.6	32.2	35.1	38.1	31.3	32.7	29.9	39.6	36.0	29.8	29.2
Municipal government	22.4	22.4	22.4	24.1	23.5	20.4	17.9	21.2	23.7	22.9	21.1
Other	2.0	2.9	1.2	0.7	2.6	2.1	4.1	1.9	1.3	2.7	2.0
Not Stated	9.8	7.7	11.9	5.9	9.8	11.6	20.5	5.7	8.1	12.9	11.8
SYMPHONY ORCHESTRAS:											
Federal government	24.6	25.4	23.7	22.9	27.9	23.7	19.4	26.0	17.1	24.2	35.4
Provincial government	38.1	36.2	40.1	38.1	39.1	35.3	37.0	37.2	40.3	39.5	32.6
Municipal government	27.7	29.9	25.5	32.9	24.6	30.2	22.0	30.1	35.2	23.8	21.1
Other	1.7	3.1	1.2	0.3	2.6	2.1	1.8	1.3	0.3	2.7	2.0
Not Stated	7.9	6.2	9.5	5.7	5.8	8.8	19.8	5.3	7.1	9.7	9.0
MUSEJMS:											
Federal government	32.4	36.7	28.0	31.3	32.6	34.8	30.6	28.4	35.4	34.5	29.6
Provincial government	40.7	39.9	41.4	41.4	42.1	40.1	33.2	50.9	40.6	33.3	41.9
Municipal government	19.7	15.7	23.7	21.9	18.8	16.7	22.8	15.8	18.8	22.0	22.2
Other	2.0	2.9	1.0	1.1	2.3	2.8	2.2	2.4	1.3	2.3	1.4
Not Stated	5.3	4.7	5.8	4.4	4.3	5.6	11.2	2.6	3.9	7.8	5.9
BALLET AND MODERN DANCE TROUPES:											
Federal government	29.4	31.7	27.0	27.4	32.8	31.3	20.1	27.4	30.1	29.6	30.6
Provincial government	36.4	33.7	39.1	41.8	33.1	34.3	35.1	41.8	37.1	33.6	33.2
Municipal government	22.6	23.4	21.7	23.8	23.4	21.3	19.0	22.3	24.9	20.6	24.2
Other	2.2	2.6	1.7	1.0	2.6	1.4	5.6	3.1	1.2	2.4	2.0
Not Stated	9.5	8.5	10.5	6.0	8.0	11.6	20.1	5.5	6.8	13.8	10.1
BOOK AND MAGAZINE PUBLISHERS:											
Federal government	37.0	35.9	38.1	41.1	37.3	35.3	27.2	39.6	35.7	36.9	35.1
Provincial government	28.3	29.7	26.9	33.2	27.6	23.7	24.6	32.0	28.8	26.4	25.8
Municipal government	13.2	14.2	12.2	16.4	12.5	11.8	9.7	13.9	13.4	12.2	14.3
Other	4.1	5.4	2.7	0.5	5.9	3.9	7.4	4.9	3.9	3.4	4.6
Not Stated	17.5	14.7	20.2	8.7	16.7	25.3	31.0	9.6	18.3	21.0	20.2

TABLE 7.5 (Continued)

	INCOME				USAGE			ATTENDED AS A CHILD		
	Under \$15,000	\$15,000 - \$29,999	\$30,000 - \$39,999	\$40,000+	Never Attend	Light Attend	Heavy Attend	Often Attend	Infrequently Attend	Never Attend
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
THEATRE GROUPS:										
Federal government	20.1	16.4	12.9	15.2	19.7	15.0	10.5	11.3	14.4	24.0
Provincial government	37.2	34.9	35.7	37.9	35.0	33.9	42.3	39.7	36.6	32.6
Municipal government	31.3	42.1	45.3	37.6	33.8	42.1	40.2	40.1	40.6	30.5
Other	2.2	2.1	1.3	3.9	2.9	1.6	2.4	3.6	2.1	1.9
Not Stated	9.3	4.4	4.9	5.4	8.5	7.3	4.6	5.4	6.4	11.0
ART GALLERIES:										
Federal government	24.3	32.1	21.6	31.7	29.7	27.1	25.3	29.8	26.5	30.2
Provincial government	44.2	38.5	44.5	36.7	39.1	38.3	42.8	39.0	40.9	36.5
Municipal government	20.9	23.4	28.0	23.1	19.4	28.1	25.4	25.7	24.0	23.3
Other	1.4	3.4	1.3	3.2	3.1	2.3	1.4	2.2	2.7	1.3
Not Stated	9.1	2.6	4.6	5.2	8.8	4.3	5.2	4.4	6.0	8.6
OPERA COMPANIES:										
Federal government	34.0	37.4	32.6	29.7	32.3	32.1	31.8	32.7	32.1	31.7
Provincial government	30.9	31.0	34.7	37.2	29.8	34.4	38.2	34.4	33.7	32.8
Municipal government	20.1	23.3	23.7	23.4	23.3	23.1	19.9	22.4	23.5	18.6
Other	2.1	2.5	0.5	3.2	2.7	1.6	1.8	2.2	2.1	1.9
Not Stated	12.9	5.9	8.5	6.6	11.8	8.8	8.3	8.3	8.7	14.9
SYMPHONY ORCHESTRAS:										
Federal government	28.5	30.0	19.5	23.1	27.0	25.5	19.4	23.3	23.9	28.1
Provincial government	37.8	35.2	42.7	39.2	36.2	35.4	45.4	37.3	38.1	39.3
Municipal government	20.5	28.2	31.3	28.8	23.8	30.4	29.5	30.1	29.4	19.9
Other	0.8	2.1	0.5	3.2	2.3	1.3	1.3	2.2	1.7	1.3
Not Stated	12.3	4.4	5.9	5.7	10.7	7.4	4.3	7.2	7.0	11.5
MUSEUMS:										
Federal government	31.5	34.9	33.4	34.2	33.4	32.8	30.1	35.3	31.9	30.9
Provincial government	37.8	38.1	42.7	47.6	38.5	37.7	48.6	38.6	41.8	39.1
Municipal government	22.4	21.7	19.3	11.6	18.3	23.4	16.0	17.6	19.8	21.2
Other	1.6	2.5	1.3	1.8	2.8	2.0	0.8	3.5	2.0	0.6
Not Stated	6.6	2.7	3.3	4.8	7.0	4.2	4.5	5.0	4.5	8.2
BALLET AND MODERN DANCE TROUPES:										
Federal government	33.8	31.5	28.5	33.3	29.9	30.7	26.3	22.9	32.2	26.8
Provincial government	35.9	30.8	40.9	37.0	30.2	36.9	45.0	39.9	35.2	36.7
Municipal government	19.5	27.0	20.0	21.5	25.2	22.7	18.4	26.8	21.7	20.9
Other	2.6	1.7	1.0	3.2	3.2	1.7	1.3	2.6	2.0	2.3
Not Stated	8.2	9.0	9.5	5.0	11.4	8.1	8.9	7.8	8.9	13.2
BOOK AND MAGAZINE PUBLISHERS:										
Federal government	36.6	38.2	40.1	37.7	30.4	42.1	38.8	31.4	39.0	36.3
Provincial government	29.6	30.8	27.2	29.0	32.3	26.7	24.6	29.9	28.8	25.3
Municipal government	12.7	15.1	12.6	10.9	14.7	12.9	11.3	13.5	13.5	12.1
Other	3.4	4.0	3.4	7.5	3.5	2.9	6.5	5.0	3.9	3.7
Not Stated	17.8	11.8	16.7	15.0	18.9	15.3	18.7	20.3	14.8	22.7

PERCEPTIONS OF PROVINCIAL TAX DOLLARS SPENT ON  
THE ARTS AND DECLARED WILLINGNESS TO SPEND MORE

	=====											
	SEX		AGE						LOCATION			
	TOTAL	Male	Female	18-29	30-49	50-64	65+	Toronto	100,000 - 499,999	5,000 - 99,999	Under 5,000	
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	
=====												
PERCEIVED AMOUNT OF EVERY \$100 OF PROVINCIAL TAXES DEVOTED TO ARTS:												
\$20 or more	4.5	4.0	5.0	5.6	3.4	5.6	3.7	3.9	7.3	3.1	4.2	
\$10 to \$19	10.6	10.5	10.7	10.9	10.8	8.4	12.7	11.8	9.8	8.3	15.5	
\$5 to \$9	20.4	19.0	21.9	21.6	21.2	21.1	14.2	26.9	22.2	16.1	17.4	
\$1 to \$4	26.1	27.9	24.2	30.3	25.7	26.0	16.9	29.6	24.9	23.9	27.5	
Less than \$1	20.3	24.7	15.9	21.3	24.8	17.4	4.1	17.6	19.6	24.6	15.2	
Not Sure/Not Stated	18.1	14.0	22.4	10.3	14.1	21.6	48.5	10.1	16.3	24.1	20.2	
=====												
AMOUNT WILLING TO PAY IN INCREASED TAXES TO SUPPORT ARTS:												
\$25.00	53.0	54.4	51.6	59.4	57.1	45.7	32.5	57.7	50.8	48.6	59.5	
\$15.00	59.5	59.9	59.1	66.9	63.0	53.8	35.9	63.5	60.1	52.4	69.0	
\$10.00	69.0	69.9	68.1	78.9	71.1	61.2	47.1	75.3	69.1	62.9	73.2	
\$5.00	77.2	77.4	77.1	84.6	78.9	74.4	54.9	80.8	78.2	72.2	81.9	
No Amount/Not Stated	22.8	22.7	22.9	15.3	21.0	25.5	45.1	19.2	21.8	27.8	18.0	
=====												



TABLE 7.6 (Continued)

	INCOME				USAGE			ATTENDED AS A CHILD		
	Under \$15,000	\$15,000 - \$29,999	\$30,000 - \$39,999	\$40,000+	Never Attend	Light Attend	Heavy Attend	Often Attend	Infrequently Attend	Never Attend
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
PERCEIVED AMOUNT OF EVERY \$100 OF PROVINCIAL TAXES DEVOTED TO ARTS:										
\$20 or more	5.5	3.6	5.4	5.2	3.6	5.2	4.8	8.7	3.0	5.2
\$10 to \$19	12.1	11.0	11.8	9.1	13.7	9.0	8.2	13.3	9.4	11.2
\$5 to \$9	19.2	23.1	20.8	19.5	20.9	22.0	17.0	20.5	20.5	20.1
\$1 to \$4	20.1	27.2	32.9	30.4	19.5	28.1	32.8	22.4	29.7	18.4
Less than \$1	15.9	21.5	18.5	27.7	16.9	22.3	22.2	18.5	21.0	19.9
Not Sure/Not Stated	27.3	13.6	10.5	8.2	25.4	13.4	14.9	16.6	16.5	25.3
AMOUNT WILLING TO PAY IN INCREASED TAXES TO SUPPORT ARTS:										
\$25.00	45.9	60.2	58.1	52.3	41.8	56.2	65.0	64.9	53.5	39.5
\$15.00	53.5	67.2	62.5	68.9	48.8	62.8	70.7	71.2	60.7	43.8
\$10.00	63.9	76.3	75.6	73.4	57.9	72.0	81.2	75.6	71.9	53.1
\$5.00	73.0	86.0	79.2	78.4	69.5	80.3	84.3	79.7	79.7	66.9
No Amount/Not Stated	27.1	14.0	20.8	21.5	30.5	19.8	15.8	20.3	20.2	33.0

TABLE 7.7

COMPARATIVE DATA ON WILLINGNESS TO PAY EXTRA  
AMOUNTS IN TAXES TO SUPPORT THE ARTS

	ONTARIO 1983	UNITED STATES 1980	UNITED STATES 1975
	(%)	(%)	(%)
(Base)	(1000)	(1501)	(3005)
AMOUNT WILLING TO PAY:			
\$25.00	53	51	41
\$15.00	60	59	46
\$10.00	69	65	51
\$5.00	77	70	58
No Amount/Not Stated	23	30	42

## CHAPTER V

### ARTS IN SCHOOLS

Earlier studies have indicated the important role of school courses in the Arts as a precursor to attending performing arts presentations as an adult. This study, too, has revealed just how important early exposure to the Arts has been to the formation of a broad audience base in the Province. There was virtually universal support for school-based arts courses (Table 9.1) and 70 percent indicated that these courses should be offered for credit. Young adults, frequent attenders and those with early exposure to the arts, including both attending arts performances as children and taking art courses themselves in school, were most likely to endorse the offering of arts courses for credit. With only 55 percent having taken such courses themselves, it was obvious that the majority of those without the opportunity in their school careers felt that this opportunity should be offered to students today.

Approximately the same proportion (72%) indicated that these courses should be financed by the schools as part of the regular school budget.

Looking at data collected in the 1974 survey in Ontario (Table 9.2), we observe that there has been a slight shift toward higher support for school-based arts courses. Further, a significantly higher proportion of respondents to this survey acknowledged that they took arts courses in school. This dramatic increase was accounted for by those in the 18 to 29 age group, 75 percent of whom had in fact taken such courses in school.

TABLE 8.1

PERCEIVED IMPORTANCE OF ARTS COURSES IN SCHOOLS, PERSONAL  
PARTICIPATION IN SUCH COURSES AND RECOMMENDED FINANCING

	LOCATION										
	SEX			AGE				LOCATION			
	TOTAL	Male	Female	18-29	30-49	50-64	65+	Toronto	100,000 - 499,999	5,000 - 99,999	Under 5,000
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
ATTITUDES TOWARD ARTS COURSES IN SCHOOLS:											
Given for credit	70.1	70.3	69.9	79.9	69.4	64.7	54.5	72.8	71.9	68.9	66.0
Non-credit courses	26.2	25.9	26.5	19.1	28.4	29.9	32.1	23.8	25.7	27.1	28.9
Not offered at all	2.4	2.0	2.8	0.7	0.7	4.9	9.3	3.4	0.8	3.0	2.0
Not Stated	1.2	1.7	0.7	0.3	1.5	0.5	4.1	0.0	1.5	1.0	3.1
PARTICIPATION IN SCHOOL COURSES IN ARTS:											
Did take	54.6	52.1	57.1	74.7	50.5	43.4	32.5	64.7	59.9	49.7	41.3
Did not take	44.9	47.4	42.4	25.3	49.3	55.7	65.3	34.9	40.1	49.5	57.9
Not Stated	0.5	0.5	0.5	0.0	0.2	0.9	2.2	0.3	0.0	0.8	0.8
RECOMMENDED FUNDING FOR SCHOOL BASED ARTS COURSES:											
School budget	71.6	72.1	71.1	83.2	70.1	63.1	57.8	73.6	74.8	69.2	68.8
Other	23.4	22.9	23.9	15.7	25.0	32.2	25.4	21.6	21.3	24.9	26.1
Not offer courses	1.0	0.7	1.3	0.0	0.0	1.9	6.4	2.1	0.3	1.3	0.0
Not Stated	4.0	4.2	3.7	1.1	4.9	2.8	10.4	2.7	3.6	4.6	5.1

TABLE 8.1 (Continued)

	INCOME				USAGE			ATTENDED AS A CHILD		
	Under \$15,000	\$15,000 - \$29,999	\$30,000 - \$39,999	\$40,000+	Never Attend	Light Attend	Heavy Attend	Often Attend	Infrequently Attend	Never Attend
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
ATTITUDES TOWARD ARTS COURSES IN SCHOOLS:										
Given for credit	71.7	72.5	67.6	72.3	65.0	70.5	77.5	76.5	71.2	60.3
Non-credit courses	21.6	25.4	29.6	24.7	28.0	28.3	20.3	20.7	25.8	33.3
Not offered at all	5.7	1.1	0.5	2.3	5.2	1.0	0.5	1.7	1.8	5.2
Not Stated	1.1	1.0	2.3	0.7	1.8	0.3	1.7	1.1	1.2	1.3
PARTICIPATION IN SCHOOL COURSES IN ARTS:										
Did take	46.1	55.2	58.4	62.6	43.6	59.0	64.4	68.4	56.5	34.8
Did not take	52.8	44.8	41.6	36.9	55.5	40.8	35.2	31.2	43.3	63.9
Not Stated	1.1	0.0	0.0	0.5	0.9	0.2	0.3	0.4	0.3	1.3
RECOMMENDED FUNDING FOR SCHOOL BASED ARTS COURSES:										
School budget	66.2	73.6	73.0	72.6	63.6	74.1	79.7	78.2	72.3	62.6
Other	26.2	23.8	21.1	23.6	29.3	22.0	16.7	17.4	23.8	28.1
Not offer courses	3.2	0.4	0.0	0.7	2.5	0.0	0.5	0.4	0.3	4.1
Not Stated	4.4	2.1	5.9	3.2	4.6	3.9	3.1	3.9	3.6	5.2

TABLE 8.2

COMPARATIVE DATA ON IMPORTANCE OF ARTS COURSES IN  
SCHOOLS AND PERSONAL PARTICIPATION IN SUCH COURSES

	ONTARIO 1983	ONTARIO 1974
	(%)	(%)
(Base)	(1000)	(1004)
SCHOOLS ARTS COURSES:		
Given for credit	70	69
Non-credit courses	26	20
Not offered at all	2	4
Not Stated	1	7
PARTICIPATION IN SCHOOL ARTS COURSES:		
Did take	55	39
Did not take	45	59
Not Stated	1	2

## CONCLUSIONS

- The attendance base for the performing arts has broadened since 1974, with a significantly higher proportion of Ontarians now attending live plays/musicals in the theatre (55% versus 42%), dance performances (23% versus 13%) and concerts of classical music (33% versus 26%). No change was observed for operas/operettas (13% versus 11%).
- In an international context, the size of Ontario's audience base for the Arts is comparable to that identified in the 1980 United States survey. They are of approximately equal size for live theatre, dance and attendance at art galleries. The Ontario base is significantly larger for classical music concerts and significantly smaller for operas/operettas and museums/science centres.
- Generally speaking, Ontarians indicate that the frequency of artistic and cultural presentations has increased over the past five years. However, public opinion suggests that there is still considerable room for improvement. From 41 percent to 64 percent of Ontarians stated that there should be more presentations of plays/musicals (51%), classical music concerts (41%), dance performances (41%) and theatre performances for children (64%) in their area. Significantly more respondents expressed this view in 1983 than in 1974. Only operas/operettas failed to gain support over the decade, with 33 percent advocating more performances in both surveys.

- The desire for more performing arts is expressed by a significantly higher proportion of young people, those with household incomes below \$15,000 and above \$40,000, rural dwellers and those who experienced the performing arts as children.
- Public participation in non-performing artistic and cultural activities is higher than for most performing arts: public libraries (74%), museums (60%) and arts and crafts (51%).
- There is a group of Ontarians, the "frequent attenders" (attended six or more performing arts presentations in the past year), who support all artistic and cultural activities surveyed. This segment, representing 24 percent of the Ontario population, comprises a significant proportion of single people, those with university education and the affluent. It spans all age groups.
- Early exposure to the Arts, whether taking courses at school or attending arts performances, is a critical predictor of attendance as an adult. The opportunity to take courses and attend performances has obviously increased in Ontario over the years, with acknowledged participation varying indirectly with age (opera being the sole exception). Public opinion clearly supports school-based Arts courses.
- Fully 96 percent of the population believes that Arts courses should be offered in the schools. The magnitude of this support is underscored by the fact that only 55 percent had actually taken such courses themselves. Some 72 percent stated that these school-based courses should be financed from school budgets.



- Accessibility to artistic and cultural activities is a key variable affecting attendance patterns, particularly for seniors and residents of rural communities. The proliferation of facilities in the past decade is, however, reflected in the significant increase in perceived accessibility since 1974: public libraries (97% versus 92%), theatres for plays/musicals (68% versus 62%), museums/science centres (63% versus 54%) and concert halls (50% versus 44%). Further, perceived accessibility to all facilities except concert halls and theatres was significantly higher than in the 1980 United States survey. Facilities for these two were comparable in the United States and Ontario studies.
- The cost of attendance at artistic and cultural activities is a major factor in the decision to participate. Young adults are particularly affected. A red flag must be raised here, since significantly more frequent attenders than non-attenders indicated that the overall cost of performances is affecting their participation. As prices continue to escalate, this may erode the core of the audience base.
- A trend toward decreased participation in the Arts was observed among seniors. Some reasons identified were lack of accessibility and cost. As this segment increases proportionately in the Ontario population, it will impact negatively upon the audience base unless the trend is reversed or compensated for by increasing the proportion of young adults attending.
- Participation in the Arts is lower among residents of rural communities (population less than 5,000). This can be attributed primarily to accessibility, since a significantly higher proportion compared to urban

respondents maintained that there should be more artistic and cultural activities in their areas.

- Substantially more Ontarians reported that they are attending fewer classical music concerts and/or operas than they did five years ago. This despite the fact that the audience base for classical concerts has broadened since 1974. This could signal an emerging problem.
- The audience for dance performances and operas/operettas is composed of a significantly disproportionate percentage of the affluent (annual household income more than \$40,000).
- Knowledge about how the Arts are financed in Ontario is poor. A minority, which reached a high of 22 percent for theatre groups, believed that the major art forms are self supporting (and 61 percent believe this to be true of magazines and book publishers!). Another 10 to 20 percent believe that the primary source of support is from private contributions. Generally speaking, only about half of Ontario residents are aware that Government financial support is provided to the performing Arts (for book and magazine publishers, this figure is about 20 percent). There is apparently considerable confusion about how artistic and cultural activities are funded.
- The findings on financial support contrasted dramatically with the 1980 United States survey in which a much higher proportion of respondents recognized the importance of private contributions. This was likely attributable to the fact that private contributors play a more prominent

role in the United States and to the well-publicized Senate hearings on the sources of support for the Arts at that time. The Federal Government was reducing support and shifting the focus for support to the private sector.

- Allocating primary financial responsibility for each Art form to one of three levels of Government was not an easy task for respondents. A majority could not agree about which level of Government should support any of the artistic and cultural activities examined. The largest consensus reached was for art galleries and museums, with 40 percent and 41 percent agreement (respectively) that the Provincial Government should have primary responsibility. Some 39 percent allocated primary responsibility to Municipal Governments to support theatre groups and 37 percent gave the Federal Government the nod when it came to primary financial responsibility for magazine and book publishers.
- If Provincial Government spending has to be reduced by 5 percent, a majority (67%) of Ontario residents favour selected rather than across-the-board cuts. Of this 67 percent, 45 percent recommended that the Arts be cut "a great deal" or "a moderate amount", as compared to 37 percent for parks and recreational facilities, 26 percent for roads and highways, 12 percent for schools and 6 percent for medical and health services. This group included a disproportionately high number of females and of infrequent attenders. Yet these segments rated the Arts as being important to them. Are the Arts perceived to be a frill and desirable only when the economy is running smoothly? Why are supporters willing to forego the Arts when there is a financial crunch? Or is the key variable here the fact that these opinions were based, in many cases, upon misinformation

about the actual dollar value of Provincial Government support to the Arts, relative to other services?

- As was expected, the public acknowledged a lower level of concern about artistic and cultural activities than about such services and programs as health, education, recreational facilities and highways. Of note was the observation that all programs examined were deemed to be significantly less important to the quality of life in this Province, than these same services were to Americans in the 1980 survey. Do Ontarians perceive these services to be less important in an absolute sense? Does the connotation of the term "important" differ culturally? Are Ontarians satisfied with less? Are we currently receiving better services overall in these areas and thus have a lower level of frustration/need?
- People are clearly misinformed about the extent to which their Provincial tax dollars support the Arts, with 51 percent of the population indicating that at least one of every 100 tax dollars is channelled toward the Arts and another 18 percent unable to express an opinion. Once informed about the actual proportion spent, fully 77 percent of respondents indicated their willingness to accept a tax increase of from \$5 to \$25 annually to support the Arts. This proportion is higher than the United States 1980 figures (70% said they would pay more), despite the fact that the Americans gave the Arts a higher importance rating overall. This is the strongest indication we have of the level of support for the Arts in Ontario, but it is based upon an informed public.

- Among those willing to pay higher taxes to support the Arts were significant numbers of young adults, lower-middle income families (\$15,000 to \$30,000) and those who had early exposure to the Arts. Once again, this early experience emerges as a key variable in overall perceptions of and attitudes toward the Arts.
- Overall, the Arts are valued more highly by females, urban residents, young adults, frequent attenders and those who had early exposure through school courses or arts presentations.
- There is considerable room for improving communications about artistic and cultural activities in this Province. Approximately two-thirds of the respondents maintained that they would attend more often if they were better informed about impending events. Surprisingly, Toronto residents constituted a significantly high percentage of this group. The problem here could either be insufficient advertising or too much (conflicting) advertising which becomes "noise" and is, therefore, disregarded. The latter hypothesis is supported by the fact that Torontonians are generally unaware of the tremendously high frequency of presentation of various art forms in their city despite the large number of local newspapers, magazines, radio and television stations.
- Generally speaking, the data collected in this survey about attitudes and behaviour toward opera and operettas was not encouraging. There was little change in perceived frequency of presentation or accessibility since 1974 and older respondents were considerably more likely than younger respondents to have attended operas/operettas recently and as a child.

- Finally, a strong relationship was observed between level of education attained and reported attendance at artistic and cultural activities. Attendance increased with increasing education. Some 63 percent of those without high school education reported that they attended live theatre, as opposed to 82 percent with high school education and 94 percent with university degrees. Similar results were found for other activities: dance - 52 percent (primary), 63 percent (high school) and 79 percent (university); classical music concerts - 53, 68 and 87 percent, respectively; operas and operettas - 45, 55 and 71 percent, respectively; art galleries - 59, 81 and 92 percent, respectively; museums and science centres - 73, 85 and 95 percent, respectively; and public libraries - 70, 89 and 98 percent, respectively.



## APPENDIX A

### RESPONDENT DEMOGRAPHICS





# RESPONDENT DEMOGRAPHICS BY LOCATION

	TOTAL	Toronto	100,000 - 499,999	5,000 - 99,999	Under 5,000
	(%)	(%)	(%)	(%)	(%)
(Base)	(1000)	(241)	(248)	(363)	(148)
SEX:					
Male	40.1	42.3	38.3	39.7	40.5
Female	59.9	57.7	61.7	60.3	59.5
AGE:					
18 to 29	29.7	34.1	34.3	25.1	26.3
30 to 49	40.1	38.2	39.9	42.5	37.9
50 to 64	18.3	16.2	17.3	19.8	19.6
65 plus	11.5	10.8	8.5	12.1	16.2
OCCUPATION:					
White collar	36.9	40.6	36.6	38.2	28.5
Blue collar	20.5	17.4	18.4	21.6	26.5
Other	41.9	41.5	43.6	39.7	45.4
EDUCATION:					
Primary or less	8.1	6.6	2.4	9.9	15.5
High school	52.0	46.0	48.0	55.7	59.5
Some college/university	17.1	21.6	18.1	16.8	8.8
Complete college/university	22.2	24.9	30.6	17.1	16.2
HOUSEHOLD INCOME:					
Under \$15,000	20.5	23.7	18.2	18.5	24.3
\$15,000 to \$29,999	28.6	25.7	25.8	30.6	33.1
\$30,000 to \$39,999	15.9	14.1	16.1	17.4	14.9
\$40,000 plus	17.9	21.2	20.9	16.2	11.5
Not Stated	17.1	15.4	19.0	17.4	16.2
PRIMARY LANGUAGE:					
English	93.0	90.5	92.3	94.5	94.6
French	1.9	0.0	3.2	1.4	4.1
Other	4.2	8.3	3.0	3.0	1.4
FAMILY COMPOSITION:					
Single, no children	28.6	41.5	32.3	20.4	23.0
Married, no children	29.1	24.0	29.0	32.2	29.7
Married, children	36.9	28.6	33.0	42.4	43.2
Single, children	4.7	4.9	5.6	4.4	3.4
LENGTH OF RESIDENCE:					
Under one year	2.5	0.8	4.8	2.2	2.0
One to two years	5.3	7.1	4.4	5.2	4.1
Three to five years	11.6	10.4	10.9	11.8	14.2
Six or more years	80.5	81.7	79.8	80.4	79.7
Not Stated	0.1	0.0	0.0	0.3	0.0



APPENDIX B

QUESTIONNAIRE



Proofed DMPrecoded MM

Checked \_\_\_\_\_

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Corr #:	

## THE ARTS IN ONTARIO

PROJECT NUMBER: 70-124-01

questionnaire # \_\_\_\_\_

CITY OR TOWN CALLED: \_\_\_\_\_

Hello, my name is \_\_\_\_\_ from Access Survey Research Corporation. We're a professional opinion research company and today we're talking with people in Ontario about their views and attitudes on a number of issues in the province. Your number was selected at random to represent the opinions of people in your area.

A. First, are you 18 years of age or over and a resident of Ontario?

Yes.....1 - CONTINUE

No.....2 - May I speak to someone in your household who is?  
REPEAT INTRODUCTION AND CONTINUE

B. How many adults 18 years or older live in your household?

One.....1 - PROCEED TO Q.1  
Two.....2  
Three.....3  
Four.....4  
Five.....5  
Six or more.....6

C. May I speak to the adult who has the next birthday?

- REPEAT INTRODUCTION IF NECESSARY AND CONTINUE

- ARRANGE CALLBACK IF NOT AVAILABLE

1. In recent months, some people in Ontario have commented about the importance of certain facilities and services associated with the quality of life in this province. In your opinion, how important is it to have (READ ITEM, ROTATE FROM X)? Would that be very important, somewhat important, of minor importance or not at all important?

LEVEL OF IMPORTANCE  
-----  
Very    Somewhat    Minor    Not At All    NS

- \_\_\_ a) More and better arts and cultural facilities such as theatres, concert halls and museums.....1 .....2 .....3 .....4 .....9
- \_\_\_ b) Improved medical facilities and other health services.....1 .....2 .....3 .....4 .....9
- \_\_\_ c) Better schools.....1 .....2 .....3 .....4 .....9
- \_\_\_ d) More parks and recreational facilities .....1 .....2 .....3 .....4 .....9
- \_\_\_ e) Better roads and highways.....1 .....2 .....3 .....4 .....9

2. Some people argue that the provincial government should be cutting expenditures and reducing services; others feel that the current level of services should be maintained, even if this means an increase in taxes. Do you feel that (READ LIST)?

Expenditures and services should be reduced.....1  
Current level of services should be maintained.....2  
(Not Sure).....3  
(Not Stated).....9

3. Suppose that the Ontario government had to reduce its overall budget by 5 percent. Which of the following options do you favour? (READ LIST)

An across-the-board 5% reduction of all programs and services.....1 - SKIP TO Q.5  
Leave some programs alone and reduce others.....2 - ASK Q.4  
(Not Sure).....3 ]-SKIP TO Q.5  
(Not Stated).....9

4. IF "LEAVE SOME PROGRAMS ALONE AND REDUCE OTHERS" TO Q.3, ASK:  
I'm going to read a list of areas in which cuts could be made and I'd like you to tell me, for each one, whether expenditures and services should be cut a great deal, a moderate amount, a little or not at all.

ROTATE FROM X

GREAT    MODERATE    A    NOT AT  
DEAL    AMOUNT    LITTLE    ALL    NS

- \_\_\_ a) Arts and cultural activities.....1 .....2 .....3 .....4 ...9
- \_\_\_ b) Medical and health services.....1 .....2 .....3 .....4 ...9
- \_\_\_ c) Education.....1 .....2 .....3 .....4 ...9
- \_\_\_ d) Parks and recreational facilities.....1 .....2 .....3 .....4 ...9
- \_\_\_ e) Roads and highways.....1 .....2 .....3 .....4 ...9

5. Now I'm going to read you some different places and organizations. I would like you to tell me whether you think they generally get enough money from admissions, fees and sales to be self-supporting, or must they rely also on contributions from individuals, businesses and/or government sources?

From what you know or have heard, are (READ ITEM, ROTATE FROM X) generally self-supporting on money earned or do they also have to depend on private contributions, on government support or both of these?

	SELF-SUPPORTING	PRIVATE CONTR.	GOV'T SUPPORT	BOTH	NS
__ a) Public art galleries.....1	.....2	.....3	.....4	...9	
__ b) Theatre groups.....1	.....2	.....3	.....4	...9	
__ c) Opera companies.....1	.....2	.....3	.....4	...9	
__ d) Symphony orchestras.....1	.....2	.....3	.....4	...9	
__ e) Museums.....1	.....2	.....3	.....4	...9	
__ f) Ballet and modern dance troupes.....1	.....2	.....3	.....4	...9	
__ g) Book and magazine publishers.....1	.....2	.....3	.....4	...9	

6. In fact, all of the places or organizations we just discussed need government financial assistance to operate. I am going to read the list once again, and for each one I would like you to tell me which level of government you feel should have primary responsibility for this financial assistance - the federal government, the provincial government or the local municipal government.

Should primary responsibility for financial assistance to (READ ITEM, ROTATE FROM X) rest with the federal government, the provincial government or the local municipal government?

	FEDERAL	PROVINCIAL	MUNICIPAL	NS
__ a) Public art galleries.....1	.....2	.....3	.....9	
__ b) Theatre groups.....1	.....2	.....3	.....9	
__ c) Opera companies.....1	.....2	.....3	.....9	
__ d) Symphony orchestras.....1	.....2	.....3	.....9	
__ e) Museums.....1	.....2	.....3	.....9	
__ f) Ballet and modern dance troupes.....1	.....2	.....3	.....9	
__ g) Book and magazine publishers.....1	.....2	.....3	.....9	



7. I would like to read you some statements which people have made to us. For each, would you please tell me whether you tend to agree strongly, agree slightly, disagree slightly or disagree strongly.

ROTATE FROM X

AGREE      AGREE      DISAGREE      DISAGREE  
STRONGLY   SLIGHTLY   SLIGHTLY   STRONGLY   NS

- a) To see something performed live on stage is more meaningful and exciting than watching it on TV.....1 .....2 .....3 .....4 ....9
- b) Museums are an important resource for the whole community.....1 .....2 .....3 .....4 ....9
- c) Most people enjoy attending arts events.....1 .....2 .....3 .....4 ....9
- d) Too many performances of theatre and music and dance are given in the downtown areas rather than local communities or suburbs.....1 .....2 .....3 .....4 ....9
- e) More tax money should be spent to support small local arts groups rather than the large professional orchestras, opera and dance groups.....1 .....2 .....3 .....4 ....9
- f) If the tickets were not so expensive, people would go to theatres and concerts more often.....1 .....2 .....3 .....4 ....9
- g) Things like museums and theatre and concerts make a community a better place to live in.....1 .....2 .....3 .....4 ....9
- h) Most people would rather attend a few performances by large professional groups than several performances by local amateur groups.....1 .....2 .....3 .....4 ....9

8. Is there a (READ ITEM, ROTATE FROM X) that is easily accessible from your home, or not?

IS      IS      NOT  
IS      NOT   SURE   NS

- a) Theatre where plays or musicals are performed.....1 ...2 ....3 ....9
- b) Concert hall where musical concerts or operas are performed.....1 ...2 ....3 ....9
- c) Museum with art, history or science exhibits.....1 ...2 ....3 ....9
- d) Public library.....1 ...2 ....3 ....9
- e) Community, neighbourhood or recreational centre where people can learn various arts and crafts.....1 ...2 ....3 ....9

9. a) From what you know and have heard, how often are (READ ITEM, ROTATE FROM X) presented in your area that are readily accessible from your home. Would that be almost all the time, fairly often, only at certain times of the year, only occasionally or almost never? (ASK Q.9b IMMEDIATELY AFTER Q.9a)
- b) And would you say that this is more, about the same or less than, say, five years ago?

## Q.9a - PRESENTED NOW

-----

Almost All The Time	Fairly Often	Certain Times	Only Occasionally	Almost Never	NS

Q.9b  
FROM FIVE YEARS AGO  
-----  
More Same Less NS

- |   |   |     |   |     |   |     |   |     |   |     |   |     |   |     |   |     |   |     |   |     |     |
|---|---|-----|---|-----|---|-----|---|-----|---|-----|---|-----|---|-----|---|-----|---|-----|---|-----|-----|
| ___ a) Theatre, music and dance performances for children.....      | 1 | ... | 2 | ... | 3 | ... | 4 | ... | 5 | ... | 9 | ... | 1 | ... | 2 | ... | 3 | ... | 9 | ___ | ___ |
| ___ b) Live plays or musicals in the theatre.....                   | 1 | ... | 2 | ... | 3 | ... | 4 | ... | 5 | ... | 9 | ... | 1 | ... | 2 | ... | 3 | ... | 9 | ___ | ___ |
| ___ c) Ballet or modern dance performances.....                     | 1 | ... | 2 | ... | 3 | ... | 4 | ... | 5 | ... | 9 | ... | 1 | ... | 2 | ... | 3 | ... | 9 | ___ | ___ |
| ___ d) Symphony and other classical music concerts or recitals..... | 1 | ... | 2 | ... | 3 | ... | 4 | ... | 5 | ... | 9 | ... | 1 | ... | 2 | ... | 3 | ... | 9 | ___ | ___ |
| ___ e) Opera or operettas.....                                      | 1 | ... | 2 | ... | 3 | ... | 4 | ... | 5 | ... | 9 | ... | 1 | ... | 2 | ... | 3 | ... | 9 | ___ | ___ |
| ___ f) Arts and craft activities.....                               | 1 | ... | 2 | ... | 3 | ... | 4 | ... | 5 | ... | 9 | ... | 1 | ... | 2 | ... | 3 | ... | 9 | ___ | ___ |

10. And do you feel there should be more (READ ITEM, ROTATE FROM X) presented in your area, or do you think enough are already being given?

SHOULD ENOUGH NOT  
BE MORE GIVEN SURE NS

- |   |   |     |   |     |   |     |   |     |
|---|---|-----|---|-----|---|-----|---|-----|
| ___ a) Theatre, music and dance performances for children.....      | 1 | ... | 2 | ... | 3 | ... | 9 | ___ |
| ___ b) Live plays or musicals in the theatre.....                   | 1 | ... | 2 | ... | 3 | ... | 9 | ___ |
| ___ c) Ballet or modern dance performances.....                     | 1 | ... | 2 | ... | 3 | ... | 9 | ___ |
| ___ d) Symphony and other classical music concerts or recitals..... | 1 | ... | 2 | ... | 3 | ... | 9 | ___ |
| ___ e) Opera or operettas.....                                      | 1 | ... | 2 | ... | 3 | ... | 9 | ___ |
| ___ f) Arts and craft activities.....                               | 1 | ... | 2 | ... | 3 | ... | 9 | ___ |

11. a) Approximately how many times in the past 12 months did you go to (READ ITEM, ROTATE FROM X), not counting any performances given by your children in connection with school or classes? (ASK Q.11b IMMEDIATELY AFTER Q.11a UNLESS ANSWERED "NEVER/DON'T GO")
- b) And do you think that generally you are going more often to (REPEAT ITEM) than you did five years ago, are you going less often or about the same?

Q.11a - # TIMES IN PAST YEAR										Q.11b FROM 5 YEARS AGO					
										Never/ Don't					
										Go	NS	More	Less	Same	NS
0	1	2-3	4-5	6-10	11+										

- \_\_\_ a) Live plays or musicals in the theatre.....1..2..3...4....5...6.....7....9 ...1....2....3....9 \_\_\_\_\_
- \_\_\_ b) Ballet or modern dance performances.....1..2..3...4....5...6.....7....9 ...1....2....3....9 \_\_\_\_\_
- \_\_\_ c) Symphony and other classical music concerts or recitals.....1..2..3...4....5...6.....7....9 ...1....2....3....9 \_\_\_\_\_
- \_\_\_ d) Opera or operettas.....1..2..3...4....5...6.....7....9 ...1....2....3....9 \_\_\_\_\_
- \_\_\_ e) Art galleries.....1..2..3...4....5...6.....7....9 ...1....2....3....9 \_\_\_\_\_
- \_\_\_ f) Museums or science centres.....1..2..3...4....5...6.....7....9 ...1....2....3....9 \_\_\_\_\_
- \_\_\_ g) Public libraries.....1..2..3...4....5...6.....7....9 ...1....2....3....9 \_\_\_\_\_
- \_\_\_ h) Arts and craft activities.....1..2..3...4....5...6.....7....9 ...1....2....3....9 \_\_\_\_\_

12. If there were no arts available in your community, would you personally miss them? (READ LIST)

Very much.....1  
Only somewhat....2  
Hardly at all....3  
Not at all.....4  
(Not Sure).....5  
(Not Stated)....9

13. Overall, would you say that communications about local arts and cultural activities to the people in your community are (READ LIST)?

Excellent.....1  
Good.....2  
Fair.....3  
Poor.....4  
(Not Sure).....5  
(Not Stated)....9

14. Now I'm going to read you a list of things people have told us would possibly encourage them to attend arts and cultural activities more often. Would you possibly attend more often if (READ LIST, ROTATE FROM X)?

YES NO NS

- a) The total cost of going to a performance was cheaper.....1 ...2 ...9
- b) The locations of performances were more convenient.....1 ...2 ...9
- c) More performances were given in your area.....1 ...2 ...9
- d) The quality of performances was higher.....1 ...2 ...9
- e) Ticket prices were less expensive.....1 ...2 ...9
- f) Public transportation was more convenient.....1 ...2 ...9
- g) Theatres and concert halls were more attractive  
and comfortable and in better condition.....1 ...2 ...9
- h) You had more information about what was being performed  
and where performances were given.....1 ...2 ...9
- i) You had more leisure time.....1 ...2 ...9
- j) You knew more about music, dance or visual arts.....1 ...2 ...9
- k) There were more small local groups performing rather  
than just a few large professional groups.....1 ...2 ...9

15. a) Whether or not you are personally interested in having facilities like museums, theatres and concert halls in the community, how important do you think it is to the quality of life in the community to have such things available? Would that be (READ LIST)?

- b) And how important do you think it is to the business and economy of the community to have facilities like museums, theatres and concert halls available? Would that be (READ LIST)?

Q.15a      Q.15b  
LIFE      BUSINESS

Very important.....1	.....1
Somewhat important.....2	.....2
Of minor importance.....3	.....3
Not at all important.....4	.....4
(Not Sure).....5	.....5
(Not Stated).....9	.....9

16. a) When you were growing up, how often did you go to (READ ITEM, ROTATE FROM X) with your family or with friends? Did you go often, sometimes, hardly ever or never? (ASK Q.16b IMMEDIATELY AFTER Q.16a)
- b) And approximately how old were you when you first went to (REPEAT ITEM)?

	Q.16a - HOW OFTEN					Q.16b - AGE FIRST ATTENDED											
	Often	Sometimes	Hardly Ever	Never	NS	Under 8	8-10	11-13	14-16	17-19	20+	Never Gave	NS				
a) Live plays or musicals.....	1	2	3	4	9	1	2	3	4	5	6	7	9	—	—		
b) Concerts of symphony or other classical music.....	1	2	3	4	9	1	2	3	4	5	6	7	9	—	—		
c) The opera.....	1	2	3	4	9	1	2	3	4	5	6	7	9	—	—		
d) Ballet or modern dance performances.....	1	2	3	4	9	1	2	3	4	5	6	7	9	—	—		

17. a) Some people think that arts courses - like painting, acting, playing a musical instrument, singing and art appreciation - should be taught in the schools as part of the regular curriculum like Math, Science or English. Others think such courses should be an after school or non-credit activity; still others don't think they should be given at all. In your opinion, should arts courses be given for credit as part of the regular curriculum, be given as non-credit courses or not offered at all?

Given for credit.....1  
 Given as non-credit courses.....2  
 Not offered at all.....3  
 (Not Stated).....9

- b) Do/did you take any art courses of that type when you were in school?

Do/did take.....1  
 Did not take.....2  
 (Not Stated).....9

- c) Do you think that Arts courses, whether offered during school hours or after school, should be paid for by school boards as part of the regular school budget or should they be financed by some other means?
- DO NOT READ LIST

Paid for by regular school budget....1  
 Financed by some other means.....2  
 Should not be offered at all.....3  
 (Not Stated).....9

18. a) How much of every 100 provincial tax dollars do you think goes toward support of the arts? Would that be (READ LIST)?

\$20 or more.....1  
 \$10 to \$19.....2  
 \$5 to \$9.....3  
 \$1 to \$4.....4  
 Less than \$1....5  
 (Not sure).....6  
 (Not Stated)....9

- b) In fact, less than \$1 of every 100 provincial tax dollars goes toward support of the arts. Would you be willing to pay (READ EACH AMOUNT) more in taxes per year if you knew that the money would be used to support arts and cultural activities and facilities or would you not be willing to do that?

STOP READING AMOUNTS ONCE RESPONDENT AGREES TO A NAMED AMOUNT

WILLING NOT WILLING NS

\$25.....1 .....2 .....9  
 \$15.....1 .....2 .....9  
 \$10.....1 .....2 .....9  
 \$5.....1 .....2 .....9

Finally, some questions on you and your family to help us with our statistical tabulations.

19. In at least two words, please describe your occupation.
- 

20. How long have you lived in (NAME CITY/TOWN)?

Under 1 year.....1  
 1 to 2 years.....2  
 3 to 5 years.....3  
 6 or more years.....4  
 (Refused/Not Stated)...9

21. What is your marital status?

Married.....1  
 Living with a partner....2  
 Single (never married)....3  
 Separated/Divorced.....4  
 Widowed/Widower.....5  
 (Refused/Not Stated)....9

22. And into which age group may I place you? Are you (READ LIST)?

18 to 20 years.....1  
 21 to 24 years.....2  
 25 to 29 years.....3  
 30 to 34 years.....4  
 35 to 39 years.....5  
 40 to 49 years.....6  
 50 to 64 years.....7  
 65 years and older.....8  
 (Refused/Not Stated)...9

23. How many children under the age of 18 do you have?

None.....1  
One.....2  
Two.....3  
Three.....4  
Four.....5  
Five.....6  
Six.....7  
Seven or more.....8  
(Refused/Not Stated)....9

24. What is the highest level of education you completed? Would that be  
(READ LIST)?

No formal schooling.....1  
Primary (grades 1 to 8).....2  
Some secondary or high school (grades 9 to 11)....3  
Completed grade 12.....4  
Completed grade 13.....5  
Some university or college.....6  
Community college graduate.....7  
University graduate (3 or 4 years completed)....8  
Post-graduate.....9  
(Refused/Not Stated)....99

25. a) What languages did you first speak and still understand?  
CIRCLE ALL THAT APPLY

b) What language do you currently use MOST OFTEN at home?

	Q.25a (ALL)	Q.25b (ONE)
English.....	1	1
French.....	1	2
German.....	1	3
Italian.....	1	4
Greek.....	1	5
Ukrainian.....	1	5
Hebrew (Yiddish).....	1	7
Chinese.....	1	8
Japanese.....	1	9
Spanish.....	1	10
Portuguese.....	1	11

Other (SPECIFY):

Q.25a: \_\_\_\_\_

Q.25a: \_\_\_\_\_

Q.25b: \_\_\_\_\_

(Refused/Not Stated)....1 99

26. For statistical purposes only, we need to know your total household  
income before taxes in 1982. Would that be (READ LIST)?

Under \$10,000.....1  
\$10 to \$14,999.....2  
\$15 to \$19,999.....3  
\$20 to \$29,999.....4  
\$30 to \$39,999.....5  
\$40 to \$59,999.....6  
\$60,000 and over.....7  
(Refused/Not Stated)....9

27. DO NOT ASK: Sex of respondent.

Male.....1  
Female.....2

THANK YOU FOR YOUR COOPERATION!

DO NOT ASK:

TELEPHONE NUMBER: ( ) - - - - -

INTERVIEW EDITED BY: \_\_\_\_\_

CODED BY: \_\_\_\_\_

CODING EDITED BY: \_\_\_\_\_



Proofed \_\_\_\_\_

Precoded 77

Checked \_\_\_\_\_

## LES ARTS EN ONTARIO

PROJECT NUMERO: 70-124-01

VILLE OU VILLAGE: \_\_\_\_\_

Bonjour mon nom est \_\_\_\_\_ de la corporation de Recherches Access Survey. Nous sommes une compagnie de recherche d'opinions professionnelle et aujourd'hui nous parlons avec des gens d'Ontario a propos de leurs perspectives et attitudes sur divers questions dans la province. Votre numero a ete choise au hazard pour représenter les opinions de votre region.

A. Premièrement, avez-vous 18 ans ou plus et un resident de l'Ontario?

Oui....1 - CONTINUER

Non....2 - Puis-je parler a quelqu'un dans votre maisonnee qui est?  
- REPETER INTRODUCTION CONTINUER

B. Combien d'adultes dans votre maisonnee ont 18 ans ou plus?

Un.....1 - PROCEDER A Q.1  
Deux.....2  
Trois.....3  
Quatre.....4  
Cinq.....5  
Six ou plus.....6

C. Puis-je parler avec l'adulte qui a la prochaine fete?

- REPETER L'INTRODUCTION SI NECESSAIRE ET CONTINUER

- ARRANGER UN RAPPELLE SI LA PERSONNE N'EST PAS DISPONIBLE

1. Dans les derniers mois, quelques personnes en Ontario ont commenté sur l'importance de certaines facilités et services associés avec la qualité de la vie dans cette province. En votre opinion, à quel niveau d'importance est-il d'avoir (LIRE ARTICLE EN ROTATION X)? Est-ce que cela serait très important, un peu important, d'une importance mineure ou pas du tout?

NIVEAU D'IMPORTANCE					
	Grand	Certaine	Peu	Aucune	Pas De Remarque
a) Plus de facilités culturelles et d'art améliorées tel que les théâtres, les musées et les salles de concerts.....	1	2	3	4	9
b) Les facilités médicales améliorées et d'autre service de santé.....	1	2	3	4	9
c) De meilleures écoles.....	1	2	3	4	9
d) Plus de parcs et de facilités de divertissement.....	1	2	3	4	9
e) De routes et d'autoroutes améliorées.....	1	2	3	4	9

2. Quelques personnes soutiennent que le gouvernement provincial devrait réduire leurs dépenses et réduire leurs services et d'autres gens pensent que le niveau récent des services devrait être soutenu, même si cela indiquerait une augmentation des impôts. Pensez-vous que (LIRE LA LISTE)?

Expenditures et services devraient être réduits.....	1
Niveau récent des services devrait être soutenu.....	2
(Pas Sûr).....	3
(Pas de Déclaration).....	9

3. Imaginer que le gouvernement Ontario faille réduire son budget total par cinq pourcent. Lequel des options suivants préférez-vous? (LIRE LA LISTE)

Une réduction de 5% de tous les programmes et services.....	1	- PROCEDER A Q.5
Laisser quelques programmes et réduire d'autres.....	2	- DEMANDER Q.4
(Pas Certaine).....	3	} - PROCEDER A Q.5
(Pas de Déclaration).....	9	

4. SI "LAISSER QUELQUES PROGRAMMES ET RÉDUIRE D'AUTRE" A LA Q.3 DEMANDER:  
Je vais lire une liste de régions dans laquelle des réductions pourraient être faites et j'aimerais que vous me disiez pour chacun si les dépenses et services devraient être réduits beaucoup, en modération, un peu ou pas du tout.

ORDRE DE ROTATION X	BEAUCOUP	MODERATION	UN PEU	PAS DU TOUT	PAS DE DECLARER
a) Arts et activités culturelles.....	1	2	3	4	9
b) Services médicaux de santé.....	1	2	3	4	9
c) Éducation.....	1	2	3	4	9
d) Parcs et facilités de divertissement.....	1	2	3	4	9
e) Routes et autoroutes.....	1	2	3	4	9

5. Maintenant je vais vous lire une liste de divers places et d'organization. J'aimerais que vous me dites si vous pensez qu'ils reçoivent généralement assez d'argent par moyen d'admission, droits d'entrees et de ventes pour etre qui vie de son travail au qui doit dependre aussi sur des contribution d'individuels, companies privees et/ou des sources gouvernementaux?

De se que vous savez ou entendu (LIRE ARTICLE, ROTATION X) son't-ils généralement capable de vivre de leur travail ou est-qu'il doivent dependre sur des contributions privees, sur l'entretien du gouvernement, ou les deux?

	VIVENT DE LEUR TRAVAIL	CONTR. PRIVEES	ENTRETIEN DU GOUVERNEMENT	LE DEUX	PAS DECLARER
— a) Les galleries d'art publique.....	1	2	3	4	9
— b) Les troupes de theatre.....	1	2	3	4	9
— c) Les companies d'opera.....	1	2	3	4	9
— d) Les orchestres symphonies.....	1	2	3	4	9
— e) Les Musees.....	1	2	3	4	9
— f) Les troupes de ballet et de danse moderne..	1	2	3	4	9
— g) Les publieurs de livres et de revue.....	1	2	3	4	9

6. En fais, tous les places ou organizations nous avons juste fini de discuter ons besoin l'assistance financier de le gouvernement pour founctionner. Je vais vous lire la liste encore et pour chaque j'aimerais que vous me dites quel niveau de gouvernement vous croyer devrait avoir responsabilite pour l'assistance financier - le gouvernement federal, le gouvernement provincial ou le gouvernement municipal.

Est-ce que la responsabilite primaire pour l'assistance des (LIRE ARTICLE ORDRE DE ROTATION X) incombe avec le gouvernement federal, le gouvernement provincial ou le gouvernement municipal?

	FEDERAL	PROVINCIAL	MUNICIPAL	PAS DECLARER
— a) Les galleries d'art publiques.....	1	2	3	9
— b) Les groupes de theatres.....	1	2	3	9
— c) Les companies d'opera.....	1	2	3	9
— d) L'orchestres symphonie.....	1	2	3	9
— e) Les Musees.....	1	2	3	9
— f) Ballet et les groupes de danse modernes.....	1	2	3	9
— g) Pubileurs des livres et revues.....	1	2	3	9

7. J'aimerais vous lire des declarations que des gens nous ons donnees. Pour chaque pourcez vous s'il vous plait me dire si vous etes totalement d'accord, un peu d'accord, un peu dissaccord, total dissaccord.

ORDRE DE ROTATION X	TOTAL D'ACCORD	UN PEU D'ACCORD	UN PEU D'SACCORD	TOTAL D'SACCORD	PAS DECLARER
— a) De voir quelque chose performe sur une scene et plus significative et excitant que de le regarder sur la television.....1	.....2	.....3	.....4	.....9	_____
— b) Les musees sont un des ressource pour toute la communaute.....1	.....2	.....3	.....4	.....9	_____
— c) La plus part des personnes apprecie les evenement d'art.....1	.....2	.....3	.....4	.....9	_____
— d) Il y a trop de pieces de theatre de music et de danse au centre ville au lieu que au communautes et suburbain.....1	.....2	.....3	.....4	.....9	_____
— e) Plus d'argent de les impots devrait etre utiliser pour supporter les petits groups d'art locat au lieu de les grandes orchestres, operas et groupes de danse.....1	.....2	.....3	.....4	.....9	_____
— f) Si les billets n'etaient pas si cher les gens iraient au theatres et concerts plus souvent..1	.....2	.....3	.....4	.....9	_____
— g) Les, choses comme les musees et les theatres rend une communaute une meilleure place d'habiter.....1	.....2	.....3	.....4	.....9	_____
— h) La plus part des gens aimeraient mieux aller a des spectacle par des grandes group professionelle qu'aller voire plusieurs groups amateur.....1	.....2	.....3	.....4	.....9	_____

8. Est-ce qu'il y a (LIRE ARTICLE, ORDRE DE ROTATION X) qui est accessible facilement de chez vous, ou non?

PAS PAS  
OUI NON CERTAIN DECLARER

- a) Un theatre ou les pieces de theatre ou les musicaux sont accompli.....1 ...2 .....3 .....9
- b) Une salle de concert ou il y a des concerts musicaux ou des operas.....1 ...2 .....3 .....9
- c) Un musee d'art, d'histoire ou une exposition scientifique.....1 ...2 .....3 .....9
- d) Une bibliotheque publique.....1 ...2 .....3 .....9
- e) Un centre communautaire de recreation dans le voisinage ou les gens peuvent apprendre de divers arts et loisirs.....1 ...2 .....3 .....9

9. a) De ce que vous savez et entendu, a quel degre (LIRE ARTICLE, ORDRE DE ROTATION X) sont-ils presente dans votre voisinage qui sont facilement accessible de chez vous. Cela servait-il presque toujours, assez souvent, certain temps, occasionnellement, presque jamais? (DEMANDER Q.9b IMMEDIATEMENT APRES Q.9a)

- b) Et, diriez-vous que cela est plus, le meme, ou moins quel y a cinq ans?

Q.9a  
SOUVENT PRESENTE MAINTENANT

Q.9b  
CINQ ANNEES PASSES

- |  | Presque Toujours | Assez Souvent | Certain Temps | Occasionnellement | Presque Jamais | Pas Declarer | Plus | Le Meme | Moins | Pas Declarer |
|--|------------------|---------------|---------------|-------------------|----------------|--------------|------|---------|-------|--------------|
| — a) Les theatre, les spectacles de danse et de musique pour enfants.....                    | 1                | 2             | 3             | 4                 | 5              | 9            | 1    | 2       | 3     | 9            |
| — b) Les pieces de theatre ou des musicaux dans le theatre.....                              | 1                | 2             | 3             | 4                 | 5              | 9            | 1    | 2       | 3     | 9            |
| — c) Les spectacles de ballet aide danse moderne.....  | 1                | 2             | 3             | 4                 | 5              | 9            | 1    | 2       | 3     | 9            |
| — d) Les symphonies et d'autres concerns de musique classique et les exposes (recitaux)..... | 1                | 2             | 3             | 4                 | 5              | 9            | 1    | 2       | 3     | 9            |
| — e) Les operas et operettes.....  | 1                | 2             | 3             | 4                 | 5              | 9            | 1    | 2       | 3     | 9            |
| — f) Les activites d'arts et de loisir.....  | 1                | 2             | 3             | 4                 | 5              | 9            | 1    | 2       | 3     | 9            |

10. Pensez vous qu'il devrait avoir plus de (LIRE ARTICLE, ORDRE ROTATION X) presente dans votre voisinage ou pensez-vous qu'il y en a assez?

	DEVRAIT AVOIR PLUS	PAS ASSEZ	PAS CERTAIN	PAS DECLARER	
___ a) Theatre, spectacles de musique et de dance pour enfants.....	1	2	3	9	_____
___ b) Pieces de theatre ou de musicaux dans le theatre.....	1	2	3	9	_____
-- c) Spectacle de ballet ou de dance moderne.....	1	2	3	9	_____
___ d) Symphonies et d'autres concerts de musique classique ou exposes.....	1	2	3	9	_____
-- e) Operas ou operettes.....	1	2	3	9	_____
___ f) Activitees d'art de loisirs.....	1	2	3	9	_____

11. a) Environ combien de fois dans les derniers 12 mois que vous avez aller a des (LIRE ARTICLE, ORDRE DE ROTATION X), ne count pas les fonctionnement donne par vos enfants dans les ecole ou en class? (DEMANDEZ Q.11b IMMEDIATEMENT APRES Q.11a, EXCEPTE CI ILS ONT REPONDU, JAMAIS OU NE VA PAS)
- b) Penser vous en general que vous allz plus souvent a (REPETER ARTICLE) que cinq ans passe, moins souvent, ou le meme montant.

	Q.11a - # LA DERNIER ANNEE								Q.11b CINQ ANS PASSE				
	0 Times	1 Time	2-3 Times	4-5 Times	6-10 Times	11+ Times	Jamais/ Ne Va Pas	Pas Declarer	Plus	Moin	Meme	Pas Declarer	
___ a) Les peices de theatre ou des musicaux dans le theatre.....	1	2	3	4	5	6	7	9	1	2	3	9	_____
___ b) Les spectacles de ballet aide dance moderne.....	1	2	3	4	5	6	7	9	1	2	3	9	_____
___ c) Les symphonies et d'autre musique classique concerts ou recitals.....	1	2	3	4	5	6	7	9	1	2	3	9	_____
___ d) Operas ou operettes.....	1	2	3	4	5	6	7	9	1	2	3	9	_____
___ e) Les galleries.....	1	2	3	4	5	6	7	9	1	2	3	9	_____
___ f) Muses ou centres des sciences.....	1	2	3	4	5	6	7	9	1	2	3	9	_____
___ g) Biblioteque publiques.....	1	2	3	4	5	6	7	9	1	2	3	9	_____
___ h) Activites d'art et de loissiers.....	1	2	3	4	5	6	7	9	1	2	3	9	_____

12. Si il n'y avait pas d'art dans votre communauté est-ce que vous personnellement les manquerez? (LIRE LA LISTE)

Beaucoup.....1  
 Partiellement.....2  
 Un peu.....3  
 Pas de tout.....4  
 (Pas Certain).....5  
 (Pas Declarer).....9

13. En tout est-ce que vous diriez que les communications a propos des activites d'arts et culturelles au gent dans votre communauté sont (LIRE LA LISTE)?

Excellent.....1  
 Satisfaisant.....2  
 Moyen.....3  
 Pauvre.....4  
 (Pas Certain).....5  
 (Pas Declarer).....9

14. Maintenant, je vais vous lire une liste de choses que des gens nous ont dit qui pourrait possiblement les encourage a participer dans des activitees d'arts et culturelles plus souvent. Est-ce que vous iriez plus souvent si (LIRE ARTICLE, ORDRE DE ROTATION X)?

PAS  
 OUI NON DECLARER

- a) Le cout total d'aller au spectacle moins cher.....1 ...2 .....9  
 b) Les locations des spectacles etait plus commode.....1 ...2 .....9  
 c) Il Y avait plus de performance dans votre region.....1 ...2 .....9  
 d) La qualite du spectacle etait plus haute.....1 ...2 .....9  
 e) Les prix des billets etaient moins chers.....1 ...2 .....9  
 f) La transportation publique etait plus commode.....1 ...2 .....9  
 g) Les theatre et les sauves de concerts etaient plus seduisant, confortable et en meilleur etat.....1 ...2 .....9  
 h) Vous avey eu plus d'information au sujet du spectacle et l'endroit des spectacles donner.....1 ...2 .....9  
 i) Vous aviez eu plus de temps pour les loisirs.....1 ...2 .....9  
 j) Vous sachiez plus au sujet de musique de dance, ou d'arts visuels.....1 ...2 .....9  
 k) Il Y avait plus de petits troupes locales qui presentaient au lieu de quelques larges.....1 ...2 .....9

15. a) Meme si vous etes, ou n'etes pas personnellement interesse a avoir des facilitees comme des mussees, theatres, et salles de concert dans la communauté, quel niveau d'importance pensez-vous que la disponibilitie de les institutions donnent a la qualite de la vie dans la communauté? La disponibilite (LIRE LA LISTE)?

- b) Et a quel niveau d'importance pensez-vous que des musees theatres et salles de concert est pour les secteurs ecoomiques et commerciaux (LIRE LA LISTE)?

Q.15a Q.15b  
 VIE COMMERCE

Tres important .....1 .....1  
 Un peu important.....2 .....2  
 D'importance mineuve.....3 .....3  
 Pas du tout.....4 .....4  
 (Pas Certain).....5 .....5  
 (Pas Declarer).....9 .....9

16. a) Quand vous avez grandi, est-ce que vous avez souvent sorti pour aller (LIRE LA LISTE, ORDRE DE ROTATION X) avec votre famille ou avec vos amis? Souvent, quelque fois, presque jamais ou jamais (DEMANDER Q16b - IMMEDIATEMENT APRES Q16a)?

- b) Quel age avez vous la premiere fois (REPETER ARTICLE)?

	Q.16a COMMENT SAIVENT					Q.16b - QUEL AGE AVIEZ VOUS LA PREMIER FOIS									
	Souvent	Quelque Fois	Presque Jamais	Jamais	Pas Declarer	Sous 8	8 to 10	11 to 13	14 to 16	17 to 19	20 ou plus	Jamais	Pas Declarer		
a) Aux piece de theatre des musicaux.....	1	..2	..3	..4	..9	...1	..2	..3	..4	..5	..6	..7	..9	_____	_____
b) Aux concerts de musique classique.....	1	..2	..3	..4	..9	...1	..2	..3	..4	..5	..6	..7	..9	_____	_____
c) Aux operas.....	1	..2	..3	..4	..9	...1	..2	..3	..4	..5	..6	..7	..9	_____	_____
d) Aux spectacles de ballet de danse moderne.....	1	..2	..3	..4	..9	...1	..2	..3	..4	..5	..6	..7	..9	_____	_____

17. a) Quelques gens pensent que les caus d'art - comme la peinture, de musique, de chant, de l'appréciation d'arts et d'action (acteurs) - devraient etre enseigner dans les ecoles comme partie de l'education comme les mathmatiques, science, ou l'anglais. D'autres pensent que ses caus devraient etre reserver comme des caus supplementaires apres l'ecole. D'autre pensent que ses caus ne devraient pas etre donner dit tout. Dans votre opinion, est ques ces cours devraient etre donner pour des credits comme partie de l'education generale, donner comme des cours sans credit at simplement pas offer du tout

Donner pour credit....1  
 Donner sans credit....2  
 Pas offert du tout....3  
 (Pas Declarer).....9

- b) Avez vous deja pris des cans d'art comme ceux mentionne quant vous avezy frequente l'ecole?

On pris.....1  
 Pas pris.....2  
 (Pas Declarer).....9

- c) Pensez-vous que les caus d'arts, si offer pendant les heures d'ecole de apres l'ecole, devraient extre paye pour par les conseils scolaires comme partie du suget scolaire regulier et est-ce qu'ils devraient etre finance par d'autres moyens? (NE LIZE PAS LA LISTE)

Payez pour par le budget scolaire....1  
 Financer par autre moyen.....2  
 Pas offert du tout.....3  
 (Pas Declarer).....9



18. a) Combien pensez-vous de chaque 100 dollars d'impôts provincial support les arts? Est-ce que ça serait (LIRE LA LISTE)?

\$20 ou plus.....1  
 \$10 a \$19.....2  
 \$5 a \$9.....3  
 \$1 a \$4.....4  
 Moins que.....5  
 (Pas Certain).....6  
 (Pas Declarer).....9

b) En fait, moins que un dollar de chaque 100 dollar d'impôts provincial support les arts. Seriez vous bien disposé (LIREZ CHAQUE MONTANT) à payer plus en taxes par on si vous sachiez que l'argent serait utiliser pour soutenir les arts et les activités culturelles et les facilités de seriez vous pas bien disposé à faire cela?  
**CARRETER LA LECTURE DES MONTANTS QUAND LA PERSONNE A NOMME UN MONTANT**

	BIEN DISPOSE	PAS BIEN DISPOSE	PAS DECLARER
\$25.....1	.....2	.....9	
\$15.....1	.....2	.....9	
\$10.....1	.....2	.....9	
\$5.....1	.....2	.....9	

En conclusion, des questions sur vous et votre famille pour nous aider avec notre tabulation statistiques.

19. Quelle est votre occupation actuelle? En mots deux ou plus.

20. Depuis combien d'années demeurez-vous au (PROVINCE)?

Moins de un an.....1  
 Un a deux ans.....2  
 Trois a cinq ans.....3  
 Six ou plus.....4  
 (Refuser/Pas Declarer).....9

21. Quelle est votre statut de mariage?

Marie.....1  
 Habite avec une partenaire.....2  
 Jamais marie.....3  
 Divorcer/separer.....4  
 Veure.....5  
 (Refuser/Pas Declarer).....9

22. Dans quelle groupe d'âges êtes-vous (LIRE LA LISTE)?

18 a 20 ans.....1  
 21 a 24 ans.....2  
 25 a 29 ans.....3  
 30 a 34 ans.....4  
 35 a 39 ans.....5  
 40 a 49 ans.....6  
 50 a 64 ans.....7  
 65 ans et plus.....8  
 (Refuser/Pas Declarer).....9

23. Combien d'enfants avez vous sous l'age de 18 ans?

Zero.....1  
 Un.....2  
 Deux.....3  
 Trois.....4  
 Quatre.....5  
 Cinq.....6  
 Six.....7  
 Sept ou plus.....8  
 (Refuser/Pas Declairer)....9

24. Quelle est la plus haute niveau d'education ou vous avez recue (LIRE LAS LISTE)?

Pas d'education confentionnel.....1  
 Primaire (Grades 1 a 8).....2  
 Secondaire (grade 9 a 11).....3  
 Completer grade 12.....4  
 Completer grade 13.....5  
 Un peu d'universite ou college.....6  
 Diplome d'une college de communaute.....7  
 Diplome d'une universite (3 a 4 annees completer).....8  
 Post-universite.....9  
 (Refuser/Pas Declarer).....99

25. a) Quelle est votre langue maternelle? (LA LANGUE APPRISE D'ABORD QUAND VOUS ETIEZ ENFANT ET QUE VOUS COMPRENEZ ENCORE) CERCLE TOUT QUI S'APPLIQUE

b) Quelle langue est-ce que vous parlez?

Q.25a Q.25b  
 (TOUT) (UN)

Anglais.....1.....1  
 Francais.....1.....2  
 Allemand.....1.....3  
 Italien.....1.....4  
 Grecque.....1.....5  
 Ukrainien.....1.....6  
 Heblew.....1.....7  
 Chinois.....1.....8  
 Japonais.....1.....9  
 Espanioz.....1.....10  
 Portuguais.....1.....11

D'autre (SPECIFIC):

Q.25a: \_\_\_\_\_

Q.25a: \_\_\_\_\_

Q.25b: \_\_\_\_\_

(Refuser/Pas Declarer)....1.....99

26. Pour les statistiques on a besoin de savoir votre revenue de maisonner avant les impots en 1982. Est-ce que a serais (LIRE LA LISTE)?

En bas de \$10,000.....1  
 \$10 a \$14,999.....2  
 \$15 a \$19,999.....3  
 \$20 a \$29,999.....4  
 \$30 a \$39,999.....5  
 \$40 a \$59,999.....6  
 \$60,000 ou plus.....7  
 (Refuser/Pas Declarer)....9

27. NE PAS DEMANDER: Sexe du respondent.

Male.....1  
Female.....2

MERCI DE VOTRE COLLABORATION!

NE PAS DEMANDER:

NUMERO DE TELEPHONER: ( ) - - - - -

NOM DE L'INTERVIEWER: \_\_\_\_\_

NOM DE CODIFICATEUR: \_\_\_\_\_

CODING EDITED BY: \_\_\_\_\_



